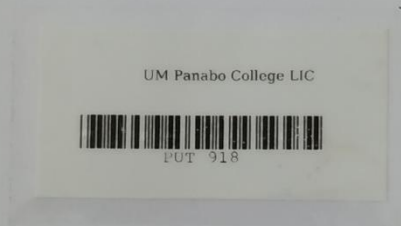


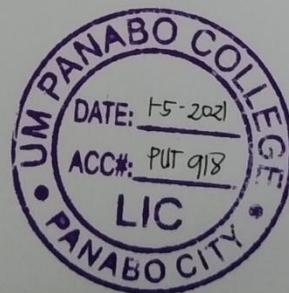
**THE EFFECT BETWEEN BRAND EXPERIENCE, CUSTOMER  
SATISFACTION AND BRAND LOYALTY AMONG SELECTED  
COFFEEHOUSE IN PANABO CITY**

**A Thesis**  
Presented to  
The Faculty of UM Panabo College  
Panabo City

In Partial Fulfillment  
Of the Requirements for the Course  
Marketing Research  
Mktg. 222



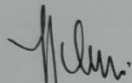
**Charmaine C. Arsolon  
Aya Jean P. Burgan  
Cristyl D. Suganob**



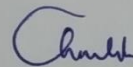
March 2020

**ACCEPTANCE SHEET**

This thesis entitled "**THE EFFECT BETWEEN BRAND EXPERIENCE, CUSTOMER SATISFACTION AND BRAND LOYALTY AMONG SELECTED COFFEEHOUSE**" prepared and submitted by **Arsolon, Charmaine C., Burgan, Aya Jean P., and Suganob, Cristyl D.** in compliance with the requirements in the Research Subject under the **Department of Accounting and Business Management Education**, UM Panabo College, Panabo City is hereby accepted.



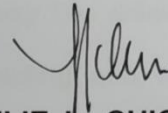
**AMELIE L. CHICO, DM, FRIM**  
Research Coordinator



**LIEZEL V. CHAN, Ph. D**  
Dean of College  
UM Panabo College

**APPROVAL AND ENDORSEMENT SHEET**

This thesis entitled "**THE EFFECT BETWEEN BRAND EXPERIENCE, CUSTOMER SATISFACTION AND BRAND LOYALTY AMONG SELECTED COFFEEHOUSE IN PANABO CITY**" prepared and submitted by **Arsolon, Charmaine C, Burgan, Aya Jean P, and Suganob, Cristyl D.** in partial fulfillment of the requirements for the course Marketing Research (Mktg 222) has been examined and accepted, and is hereby endorsed.



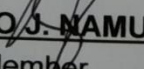
**AMELIE L. CHICO, DM, FRIM**  
Research Adviser

---

**PANEL OF EXAMINERS**

Accepted and approved, after examination during the final defense as per requirements of Mktg. 222 (Marketing Research).

Favorably endorsed for approval to Dr. Liezel V. Chan, Dean of College of (UMPC) Panabo College, Panabo City



**ANGELO J. NAMUAG**  
Member

**APRIL ROSE L. SAM**  
Chairperson

## ABSTRACT

The study aimed to determine the relationship between brand experience, customer satisfaction and brand loyalty among selected coffeehouse in Panabo City. The independent variable of the study was brand experience and customer satisfaction. The indicator of brand experience was sensory, affective, behavioral and intellectual. On the other hand, the dependent variable of the study was the brand loyalty. The researchers use the descriptive correlation method and random sampling and determining the number of respondents and the statistical tools using the study were Mean and Pearson-r. The results of the computation using r-value is 0.522, 0.397 and 0.460 associated with the significant value of (0.000) of the P-value which is less than the alpha of 0.05. It means that there is a significant relationship between the variables. It implies that brand experience have an impact on brand loyalty, customer satisfaction on brand experience and brand loyalty on customer satisfaction. In other words, brand experience; customer satisfaction can affect brand loyalty among selected coffeehouse.

*Keywords: Brand Experiences, Customer Satisfaction, Brand Loyalty, Coffeehouse in Panabo*

## ACKNOWLEDGEMENT

The researchers would like to express their gratefulness and sincere appreciation to the people who have kindly provided support and valuable contribution to making this book possible.

**Dr. Amelie L. Chico**, our adviser for considerate and helpful in providing valuable information and knowledge throughout this study's presentations.

The pannel of examiners, **Prof. April Rose L. Sam**, and **Prof. Angelo J. Namuag**, who share their effort, time and knowledge for this research and helping us for this study.

**Owners of selected Coffeehouse** for the accommodation, especially for allowing researchers to survey their respective Coffeehouse.

**Prof. Rey A. Mangarin**, our statistician, for assistance in the computation, interpretation, and analysis of data.

**Ms. Meriam Pacifica C. Dignos, RL.**, for making the library resources available for the development of the researcher's literature.

Likewise the researcher's beloved families and friends, who have given continuous moral support, and financial.

Above all to the **Almighty Father**, who give us wisdom, love, understanding, patience and encouragement for making all these good things possible despite the short comings and weaknesses.

**-The Researchers-**

## DEDICATION

*I dedicate this research paper, first to our almighty father who gave us wisdom, strength and encouragement who never leaves me in times of my failures and to my parents who support my studies and needs even the ups and down situation , to my friends who always there to cheep me up and make all things possible.*

*-Charmaine "chacha" Arsolon*

*First and foremost, I thank God for the strength and blessing he gave me to endure all circumstances that I experience, I wholeheartedly dedicate this research paper, to my parents who support my studies and needs even the hard situation, to my classmates who encourage me always to be more focused in my studies, to my friends that I gets my inspiration to finish and do what can I be and especially to our teachers who help and support us to conduct our research. Thank you very much.*

*-Aya Jean "Yang" Burgan*

*Every challenging work needs self-efforts as well as guidance of elders especially those who were very close to our heart. My humble effort I dedicate to God Almighty my creator, my strong pillar, my source of inspiration and to my sweet and loving father & mother whose affection, love, encouragement and prays of day and night make me able to get such success and honor.*

*-Cristyl" Dako "Suganob*

*Dako "Suganob*

## TABLE OF CONTENTS

	Title Page	i
	Acceptance Sheet	ii
	Approval and Endorsement Sheet	iii
	Abstract	iv
	Acknowledgment	v
	Dedication	vi
	Table of Contents	vii
	List of Tables	xi
	List of Figures	x
	<b>Chapter</b>	<b>Page</b>
<b>1</b>	<b>THE PROBLEMS AND ITS SETTING</b>	
	Background of the study	1
	Statement of the Problem	2
	Hypothesis	3
	Theoretical and Conceptual Framework	3
	Significant of the Study	5
	Definition of Terms	6
<b>2</b>	<b>REVIEW OF RELATED LITERATURE</b>	
<b>3</b>	<b>METHOD</b>	
	Research Design	26
	Research Subject/Participants	26
	Research Instruments	26
	Data Gathering Procedures	28
	Statistical Treatment of Data	29
<b>4</b>	<b>PRESENTATION AND ANALYSIS OF FINDINGS</b>	
	Level of brand experience among selected coffeehouse in Panabo City	30
	Level of customer satisfaction among selected coffeehouse in Panabo City	33

	Level of brand loyalty among selected coffeehouse in Panabo City	35
	Significant Relationship between Brand Experience and Brand Loyalty among selected Coffeehouse	37
	Significant Relationship between Brand Loyalty and Customer Satisfaction among selected Coffeehouse	39
<b>5</b>	<b>SUMMARY OF FINDING, CONCLUSION AND RECOMMENDATION</b>	
	Summary of Findings	42
	Conclusions	42
	Recommendations	43

## **REFERENCES**

## **APPENDICES**

- A. Letter of Permission to Conduct Study
- B. Letter for Validation
- C. Questionnaire Validation Sheet
- D. Survey Questionnaire
- E. Grammarly Certification
- F. Certificate of Appearance

## **CURRICULUM VITAE**



**LIST OF TABLES**

<b>Tables</b>	<b>Page</b>
1 Level of Brand Experience among Selected Coffeehouse	31
2 Level of Customer Satisfaction among Selected Coffeehouse	34
3 Level of Brand Loyalty among Selected Coffeehouse	36
4 Significant Relationship between Brand Experience and Brand Loyalty among Selected Coffeehouse	38
5 Significant Relationship between Customer Satisfaction and Brand Loyalty among Selected Coffeehouse	40

**LIST OF FIGURE**

<b>Figure</b>		<b>Page</b>
1	The Conceptual Paradigm Showing the Variables of the Study	4

## Chapter 1

### THE PROBLEM AND ITS SETTING

#### Background of the Study

Brand experience and customer satisfaction have significant factors that influence brand loyalty in this recent study. It allows the owner of the Coffeehouse to develop how specific techniques can be implemented to achieve customer retention. However, some coffeehouse owners can not meet or surpass consumer standards that will lead to brand disloyalty and negative word of mouth.

Coffee consumption in the Coffeehouse and other establishments that served coffee is growing dramatically towards home. Brand experience influences the way people feel about a product or company. It helps to develop market awareness and to establish consumers who are faithful to the brand. Brand loyalty is the company's most important target nowadays; the most difficult challenge in any industry is to create a successful brand experience and achieve customer satisfaction. Organizations often seek various approaches to gain brand loyalty and consumer satisfaction. Yet the outcome of such behavior can have either positive or negative consequences. Therefore, investigating how brand loyalty affects brand experience and consumer satisfaction is essential.

A coffeehouse brand loyalty affects enormous portions of the United States and Canada. Rapid growth in coffee sales, the proliferation of coffeehouse, and fierce competition in the space makes brand loyalty more important than ever for companies to compete effectively. Most Coffeehouse fail to apply various marketing tactics to create brand loyalty. Not meeting

consumer needs will lead to weakening the customer's loyalty to the brand. Coffeehouse efficiency is significantly affected; the expense of implementing approaches contributes to an unsustainable coffeehouse.

In the Philippines, especially in Batangas City, the status of the Coffeehouse is becoming low in terms of its satisfaction, many coffeehouses have encountered problems: due to the growing number of coffeehouses around, similar business marketing techniques, poor customer service, poor environment and lack of knowledge to implement strategies resulting in poor user experience, Consumer loyalty and brand disrepute any coffeehouses.

In Panabo City, most coffeehouse often experiences the same situation about brand loyalty. Due to the increasing number of coffeehouse, similar marketing tactics, lack of expertise to execute strategies and poor ambiance, many businesses have faced this problems resulting in customer disloyal to the brand and bad word of mouth.

Based from the established issues, the researchers are motivated to conduct a study whose aim is to know the relationship between brand experience, customer satisfaction, and brand loyalty among selected Coffeehouse in Panabo City.

### **Statement of the Problem**

This study aimed to determine if there is any relationship between brand experience, customer satisfaction, and brand loyalty among selected Coffeehouse in Panabo City. Specifically, it sought answers to the following question:

1. What is the level of brand experience among selected  
Coffeehouse in terms of:

- 1.1 Sensory;
  - 1.2 Affective;
  - 1.3 Behavioral; and
  - 1.4 Intellectual?
2. What is the level of customer satisfaction among selected coffeehouse?
  3. What is the level of brand loyalty among selected Coffeehouse?
  4. Is there a significant relationship between brand experience, and brand loyalty among selected Coffeehouses?
  5. Is there a significant relationship between customer satisfaction and brand loyalty among selected Coffeehouse?

### **Hypothesis**

The null hypotheses of the study were tested at 0.05 level :

1. There is no significant relationship between brand experience and brand loyalty among selected Coffeehouse.
2. There is no significant relationship between customer satisfaction and brand loyalty among selected Coffeehouse.

### **Theoretical and Conceptual Framework**

The study is anchored on the theory of Choi, Ok, and Hyon (2011), who pointed out that the relationship between brand experience and customer satisfaction is bidirectional. The authors found that brand experience, which encompasses various factors, including the perception of brand prestige and trustworthiness, significantly impacts customer satisfaction, and customer satisfaction impacts brand experience as well.

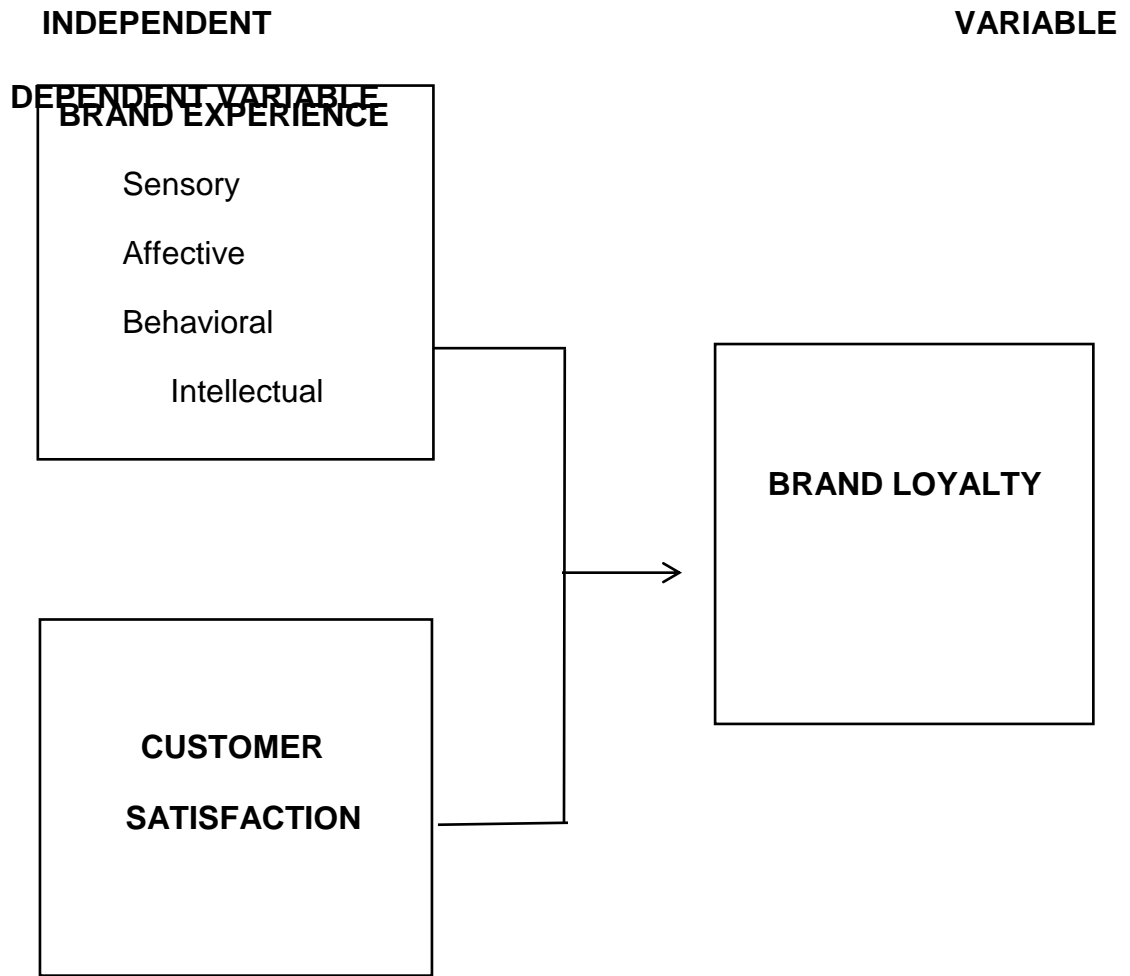


Figure 1. The conceptual paradigm showing the variables of the study.

This relationship is positive, in that a more satisfactory brand experience will result in a definite increase in brand loyalty. Similarly, positive growth in customer satisfaction also results in a marked increase in brand experience. Thus, this is a positive feedback loop, with good or bad brand experience resulting in good or bad brand satisfaction and vice versa. This is supported by the hypothesis of Bhaig and Khan (2010) that the affective component of brand experience may play a greater role in consumer satisfaction and brand loyalty.

As shown in the conceptual paradigm of the study in figure 1, the independent variable is brand experience with the four indicators such as: sensory that refers to any passive aspects of brand involvement that is encoded directly via the senses of sight, hearing, taste, touch, and smell; affective that refers to the feelings provoked by brand-related stimuli; behavioral that involves concrete action of an individual which is likely to be activated by brand-related stimuli; and intellectual that involves brand-related stimuli encourage thinking, problem solving and overall curiosity. The other independent variable is customer satisfaction. The dependent variable is brand loyalty.

### **Significance of the Study**

This study would be beneficial to the following:

**Employer.** This will improve researchers understanding of how to formulate strategies about their product selection for consumers.

**Customer.** This will enhance customers' know-how brand experience efficacy, client satisfaction, and brand loyalty are.

**Researchers.** This will enhance our knowledge and understanding of the market condition, the effectiveness of brand experience, how to build brand

loyalty and to fill this research gap to understand the importance of brand experience, customer satisfaction, and brand loyalty in a potential endeavor.

### **Definition of Terms**

**Brand Experience.** Covers the entire range of service or product involvement, from the initial product search to the order, receipt, and use of the products (Choi, Ok, and Hyon, 2011). In this study, it refers to sensory, affective, behavioral, and intellectual dimensions of brand experience through the product that are part of brand design and identity, packaging, communication and atmosphere that influences consumer satisfaction and contribute to brand loyalty to consumers.

**Customer Satisfaction.** It is a degree to which the consumer likes a service or product and complies with requirements (Nemati, Khan, and Iftikhar's, 2011). In this study, it refers to the outcome of successful strategies implemented by repeated purchase by the Coffeehouse leading consumer, and generally supports the brand.

**Brand Loyalty.** defining the essential incentive of brand loyalty, is viewed as attitudes to continuity, complete acceptance, and advertisement (Miller, Barrett, Nguyen, 2011). In this study, it refers to the end outcome of good brand experience and achieving customer demand leading to the sustainability of the company.



## Chapter 2

### REVIEW OF RELATED LITERATURE

This preliminary literature review is dividing into two parts. The first provides definition core concepts such as brand experience, customer satisfaction, and brand loyalty. The second discusses prior research that has explored relationships among these variables.

#### **Brand Experience**

This is focused on Alloza 's study (2008), which described the brand experience as "the perception of the customer at any moment of interaction with the brand, whether in the images of the brand shown in the advertisement, during the first personal touch, or the level of quality of the personal care they receive." Brand experience is an essential factor in building the loyalty of the customers.

Also, Arnould, Linda, George (2002), have suggested that brand familiarity is evoked in the customer's selection process, including the search, purchase, and use of the products or services. Brand familiarity is a factor for the customers to repurchase your product.

Besides, Zarantonello, Schmitt, and Brakus (2007) reported that the brand experience was conceptualized and classified according to its styles. In their studies, brand experience has been defined as the consumers' intrinsic, subjective, and behavioral reaction to a specific brand. To receive these kinds of consumer responses, there needs to be meant to allow customers to have the brand experience, and the means can be loosely divided into mark recognition factors and brand communication factors. Brand identity considerations include color, design, font, style, slogan, mascot, brand name,

logo, etc. Considerations for brand interaction involve TV commercials, bundles, directories, brochures, and shops set.

Moreover, Bapat and Panwar (2009) added that the experience of the company was considered an essential factor and established as a broader context. Work on brand experience has gained significant importance in recent years as marketing professionals understand that understanding how the brand reaches clients is key to the success of a brand. Although substantial studies are available on other brand constructs, It is suggested that both marketers and scholars would benefit from an understanding of the dimensions of brand experience, as brand experience has increased importance in both study and practice. It looked at the brand experience 's effect on brand personality, brand satisfaction, brand loyalty, brand relationship confidence.

Along with this, Mao (2010) cited that businesses are attempting to build brand interaction as they believe it may lead to a positive attitude towards the brand and ultimately promote purchasing behavior. Brand experiences are better or more extreme than others in strength and intensity and are specific brand experiences. Without much thought and short-lived, individual brand interactions occur spontaneously. Long-lasting brand familiarity has stored customer memory, impacting the satisfaction and loyalty of customers.

Also, Shim (2012) noted that the brand identity could be influenced by several factors: titles, logos, design elements, ads, marketing materials, and environment, and others. Notably, brand expertise in strategic practice has gained significant attention. Marketing practitioners have come to realize that

understanding how consumer brand experience is critical to the development of goods and services marketing strategies.

However, Goodson (2011) added that more intangible brand-related stimuli such as the company's core values and the ideals and behaviors it promotes are also facets of brand perception that can greatly affect brand loyalties. Business core values can affect the quality of the products. Therefore, customer loyalty will be affected.

Furthermore, Choi, Ok, and Hyon (2011) suggested that brand awareness involves the feelings, cognitions, expectations, and behavioral responses triggered by brand-related stimuli and can include anything from logos to brand mascots to icons. Brand experience spans the entire product or service involvement continuum, from initial product quest to product purchase, distribution, and use.

Moreover, Chase and Dasu (2014) reported that the impact of brand experiences on consumer memory is long-lasting, in comparison to product features or benefits. Brand perception can be direct when the product is in physical contact, or indirect when a product is viewed online or in ads.

Lastly, Brakus, J.J. & Zarantonello, L. Schmitt, B.H. (2009) stated that, brand experience spans the entire scope of a product or service presence, ranging from the initial quest for the product to its purchase, receipt and use of the product. Four dimensions of brand experience are sensory, affective, behavioral, and intellectual.

**Sensory.** It is focused on the Lindstrom study (2005) defined that human senses have a major influence on how we construct images and how we intuitively interpret sensory information for decision making. Lindstrom

states that the higher the number of sensory memories activated, the better the brand-consumer relationship. Using sensory appeals increases consumer interest, fuels the momentum behind purchasing habits, and causes emotional responses to overtake critical thought among consumers.

Also, Gronroos (2006) claimed that through this process, a good or service becomes the experience based on individual and personalized perception, with its sensory impression. It concerns the device definition itself as customer service, in which an entity plays a significant role in promoting sensory brand engagement through neural approaches.

However, Hagtvedt and Patrick (2008) stressed the sensory perception of the brand is the reaction of sensory organs such as the sight, hearing, and touch. Consumers can interpret such sensory brand experience as an aesthetic reaction and establish a general sense of brand personality.

Furthermore, Gronroos (2008) suggested that, in this analysis, the meaning of service is presumed to surface as a brand identity as interactions occur through the sensory perceptions of the consumer in value generation procedures. This picture is focused on how the consumers view the service and perceive the process. The consumer's feelings and expectations about the company, including product and service components and other products, lead to a brand-like image in the mind of the customer.

Additionally, both Orth and Malkewitz (2008) deal with empirical studies of sight perception. Nevertheless, the sensory brand experience has to do with the five human senses that are so often ignored in the marketing literature, despite their significance as a picture in creating customer interest, sensory perceptions, and the brand. Academic work has shown that particular sensory

experiences impact consumers' actions and the attitudes of goods and services.

Along with this, Hulten, Browse, and van Dijk (2009) claimed that when more than one of the five senses contributes to the perception of sensory experiences, a sensory brand experience occurs. A sensory brand experience is as follows: a sensory brand experience promotes the development of individual value and relates to how people react when a company interacts, and promotes their purchasing and consuming procedures by involving the five senses in generating customer loyalty, perceptions and brand identity.

Besides, Kotler (2000), added that perception often becomes an image, influencing the mental impressions and expectations of interactions and inputs in the service context outcome of the sensory experience from a brand perspective. This outlook is described as the values, emotions, ideas, and opinions of a person about a brand that focuses on the overall experience.

Furthermore, Zarantonello and Schmitt (2010) found that the most likely to trigger sensory effects are thrilling design features and other unique properties of a product. Layout elements can nevertheless elicit feelings, trigger actions, or even the highest measurements, as in the use of complicated concept models.

Also, Shim (2012) claimed that sensory brand experience refers to all passive brand interaction components which are conveyed directly via the senses of sight, hearing taste, touch, and smell. The shared understanding of user experiences leads to a multi-sensory stimulation and is part of the brand philosophy.

Moreover, Schembri (2009), Marzocchi, Morandin, Bergami (2013) find that branded social experiences allow consumers to better understand brand-related elements. The sharing of information in these groups enhances some of the mental relations of the brand and triggers other points of reference for its sensory image.

Therefore, Yoon and Park (2012) performed a pre-test of five groups reflecting an everyday sensory appeal (i.e., visual, olfactory, palate, touch, and auditory) correlated with five different brands of goods. We conclude that self-referencing and positive influence affect the relationship between preferences of sensory appeal and attitudes toward the brand.

However, Rajput and Dhillon (2013) emphasized that a multi-sensory approach can generate subliminal stimuli that influence consumers' perceptions and associate products with conceptual ideas. These create various impressions such as dominance, efficiency, sophistication, creativity, modernity, and interactivity that form the personality of a brand.

Lastly, Wiedmann, Haase, and Labenz (2018) noted that sensory awareness is an important key for effectively helping consumers understand and appeal. As consumers process knowledge consciously and subconsciously, it is necessary to investigate every level of interpretation (explicit and implicit).

**Affective.** This is based on the study by Sullivan and Adcock (2002) have suggested that the shop's color, music, temperatures, amounts, fragrances, and ornaments create a store's atmosphere and can have a positive effect on the affective experience of the customer. In other words, a

pleasant store atmosphere and enjoyable product result in a positive shopping experience.

Moreover, Thomson, MacInnis, and Park (2005) added that the emotional customer reaction from the mark is affective experience. This means the object of an affective experience is to create brand assets by deriving specific feelings from the customers of the brand. At the same time, the client's affective experience may be carried through the consumer brand's emotional bonds.

Gentile, Chiara & Spiller, Nicola & Noci, Giuliano (2007) noted that they examined the emotional dimension of interactions such as moods, emotions, and emotional experiences which create a productive relationship with the business, its brands, and products. Psychological dimensions can help companies to build brand loyalty.

Along with this, Zarantonello and Schmitt (2010) said that this domain could be characterized merely as an emotional reaction and excitement, but it could have a profound effect. Indeed, the attitudes towards a product focus primarily on the affective responses to that product or its stimuli relevant to the brand. As with the cognitive dimension, the mental aspect reflects an active rather than a passive response. However, the behavior happens rather than directly in the subconscious.

Furthermore, Bagdare (2013) cited the four factors highlighted — the store climate, comfort, employees and relationship-oriented community — as elements of the store's brand that affect positive interactions for customers, and empirically examined the correlation between the four factors and customer experience. As a result, four variables in the brand shops have all

positive effects on customer service, and the store environment is most significant among those variables.

Moreover, Malhotra, Dash, Kumar, and Chandra (2013) explained that the better a brand encounters, the more happy a customer is. Throughout this way, the sufficient brand experience encompasses the mood, emotions, and thoughts of the consumer about the brand. Mood, feeling, and customer attitude towards the brand have a positive effect on the brand relationship and perceived level of service. Hence, a good understanding of the brand contributes to high brand equity.

Lastly, Qader and Omar (2017) specified that the affective brand interaction aspect consisting of consumers' inner feelings and emotions has a significant effect on millennial costumers. It reveals deep emotions and thoughts about the company for the costumers. The intense emotions and feelings are visible in costumers announcing that they like the brand, as it affects their feelings, and when it happens, they feel satisfied. Furthermore, respondents are still proud of the brand they use, and they're having fun with it.

**Behavioral.** It is based on the study conducted by Solomon, Askegaard, and Hogg (2006), who believed that the essence of consumer behavior about choice comes to our notice when we see it in the light of consumer behavior reasons. Costumer motives often emerge in the basic concepts of expectations. Nevertheless, typically costumers are unable to articulate these basic desires or are often unaware that their product evaluation behavior is an indication of who they are and who they want to be.

Also, Blackwell, Miniard, and Engel (2006) noted that two phases contribute to the decision-making process, including retailer selection and



in-store selection. Retailer selection is made by selecting the retailers to buy after examining the characteristics from the previous level, whereas in-store choices are influenced by the person's sales ability, visual appearances in the shops, and point-of-purchase advertising.

Additionally, Klaus and Maklan (2007) cited the marketing experience, focusing mainly on behavioral reactions induced by the technical attribute, though it is typically not on-brand experience. Brand experience can be described as an overall impression left to the clients using extensive brand experience.

Furthermore, Fitzsimmons, Fitzsimmons, and Bordoloi (2008) said different types of brands and consumer preferences might also represent habits, such as people perceiving various types of product users. Behavioral insight comes from doing something; it encompasses all aspects of the product life-cycle. Therefore, it can claim people are supposed to act based on product properties and particularly brands.

Moreover, Brakus, Schmitt, and Zarantonello (2009) claimed that the behavioral dimension included physical activities, attitudes, and brand experiences that occur when the brand is consumed or in direct contact with the brand. The behavioral domain can be activated by various brand associated stimuli like concrete behavior.

Also, Tynan and Mckechnie (2009) said that they had identified distinguishing dimensions of experience such as realistic, insightful, novelty, and positive experiences that conceptualization of therapeutic encounters is distinct and focuses on aspects of advocacy, suggestion, and repurchase. These dimensions of experiences will build strong brand loyalty towards

customers.

However, Xu and Chan (2010) said the behavioral interactions are an extraordinary experience that represents the personality, lifestyle, and brand of the costumers. Behavior is the behavior, the process of thought, and the anticipated outcome, combined with environmental factors, during the decision-making phase, which can result from the purchase. Many of the variables relevant to consumer behavior are external environment, demographics, and personal attributes influenced by the perceptions, beliefs, and attitudes of the customer.

Furthermore, Zarantonello and Schmitt (2010) advocate behavioral disclosure of motor activity forms and are composed of body images, emotions, and the interplay of bands. The relationship concerned provides affiliation to the party. Behavioral disclosure is a factor that can maintain the brand loyalty of the customers.

Besides, Morgan-Thomas and Veloutsou (2013) stated that consumers' internet brand experience is generating web brand assets because customers are satisfied and ready to act. Concerning the attachment of labels as confidence and commitment to the brand.

However, Kavitha, Yamina and Raja (2015) indicated that customer requirements for searching the type and format of the source of information differ depending on whether they are involved in searching for data, assessing options or alternatives, or whether they are involved in the actual purchase. Consumer conduct is the concept of the purchasing units and the exchange procedures involved in the purchase, use, and arrangement of the goods, services, and information.

Finally, Sharma and Sanhi (2015) said behavioral experience is the action displayed by customers in looking, buying, using, assessing, and arranging goods and services that would fulfill their needs. Analysis of consumer behavior is the research involving people making decisions about spending the resources they have (finance, energy, and time) on products used for consumption. This includes understanding what they are purchasing and why they make this specific purchase. This is multifaceted research that involves the analysis of various ideas within the context of psychology, sociology, social science, cultural anthropology, and economics.

**Intellectual.** This is focused on Schmitt's research (2003), which claimed that cognitive experience is the consumer's cognitive reaction to the label. Intellectual experience is divergent thought that induces dynamic and associative inferences, and convergent thinking that leads to logical conclusions.

Also, Foscht and Swoboda (2005) have said that cognitive processes in buying circumstances are often divided into four several stages: perceptions, processing of information, storage, and structuring of information. Therefore, these phases will be analyzed according to their importance in branding. Companies need to find ways of differentiating themselves in competitive markets so that buyers can easily decide where they are going to purchase their products or services. Business owners also seek to make this distinction by reducing their product or service prices. Yet they can also do this by well-executed branding of goods.

Furthermore, A.V. Muthukrishnan, Chattopadhyay and A. (2007) added that new customers could use peer-related knowledge to create useful first

impressions and vivid brand mental images, resulting in superior brand experience. Peer is a critical factor in expanding your customer since they can recommend your product to their family and friends.

Moreover, Brakus, Zarantonello, and Schmit (2009); Hulten (2009) believed that intelligence is the attraction of a brand, making customers eager to know more about the brand. After the use of the product, behavioral happens once attitudes, courtesy, and initial personal interaction attract the consumer. Intellectual Experience Dimension relates directly to the customer's intelligence, engaging them in imaginative, creative thought and cognitive experiences, which can stimulate customer curiosity.

However, Nysveen, Pedersen, and Skard (2013) asserted that cognitive output depends on the consistency of the brand's wonder, anticipation, and fixation of trouble. They claim that the logo requiring more exceptional cognitive ability would result in additional headaches and will require more considerable cognitive effort. The symbol that causes wonder can also pose challenges for consumers to clear up the difficulty and realize that cognitive satisfaction has a reduced impact on achievement.

Furthermore, Euromonitor (2013) said consumers could discuss product features on social media, offer advice and receive advice, and share their brand experiences with others. Nonetheless, peer therapy is highly valued by most consumers because they believe peer users are very close to them in their thought and beliefs.

Lasly, Riivits, and Leppiman (2015) cited that there is very little knowledge in the existing literature about the effect of costumers' cognitive interaction on the brand. Customer behavior is not a straightforward process

from the initial stage of gathering product-related knowledge to the final buying point. Consequently, the purpose of the present study was to broaden our understanding of brand antecedents and outcomes by applying the cognition-affect-conation model. The three basic dimensions of the model (cognitive, affective, and conative dimensions) and the sequence suggested perhaps useful in understanding the role that brand love positions at different stages of customer behavior.

### **Customer Satisfaction**

It is based on Zineldin's (2000) report, which said customer satisfaction has many benefits to offer. Happy customers are less prone to cost, purchase additional goods, are less influenced by competition, and stay loyal for longer. Nonetheless, customer satisfaction is less important and equally important for the company. Some customers are less happy, such as those who are unable to serve a company or who are unprofitable.

Also, Oliver (2001) claimed that satisfaction is the customer's responsibility to accomplish. It is a judgment that a feature of a product or service, or the product or service itself, provides a pleasurable degree of consumption-related fulfillment, including levels of under- or over-performance. In other words, pleasurable means happiness provides enjoyment or decreases pain, as when a question is resolved. Individuals should also be satisfied simply to return to normalcy, as in the absence of an aversive state (e.g., pain relief). Therefore, satisfaction is not merely limited to fulfilling the needs of over-fulfillment. It can be satisfying if it gives additional unexpected pleasure, and under-performance can be satisfying if it provides more satisfaction than some might expect in a given situation.

Similarly, Kessler Shiela (2003) also believed that the degree and intent of consumer satisfaction is the difference between perceived outcomes and expectations. Therefore the customer is satisfied when the product meets expectations. Consequently, it is a measure of how a company's goods and services meet or surpass consumer expectations and the number of customers or proportion of overall customers whose reported experience exceeds established satisfaction goals with a brand, its products, or services.

Therefore, Walker's (2005) consumer satisfaction scores can have profound effects; they inform staff on the importance of meeting customers' needs. Thus, when these ratings dip, they warn of problems that can affect a broad dynamic sales and profitability on certain metrics quantity. It gets good word-of-mouth marketing when a business has a loyal customer who is both free and highly profitable.

Besides, Kerry (2005) said satisfied customer is a measure of how happy consumers are with a specific product or service. Satisfied consumers will possibly make daily purchases and often refer to others. Customer satisfaction is a term used in the marketing process to determine how the goods and services provided by a business meet consumer expectations. It is seen as a critical indicator of success with the company.

Moreover, Holmes (2005) claimed that customer satisfaction dictates how well the user considers the company's work. This lets every organization understand how their customers are at any point in time with the quality of service they offer, and track how the overtime changes in satisfaction levels.

Also, Jacques (2010) argued that customer loyalty is a function of how the products and services provided by a business match or surpass consumer

standards. Customer loyalty is, therefore, the act of actually doing something to please an organization. And it meets only the basic expectations.

Moreover, Nemati, Khan, and Iftikhar (2011) added that customer satisfaction is the degree to which the consumer enjoys a service or product and fulfills its requirements. Since the performance of the business depends not just on its ability to attract consumers but also on its satisfaction and therefore, on its retention (Martisuite, Vilutyte, and Grundey (2010).

Nonetheless, Tu, Wang and Chang (2012) noted that there are two types of consumer satisfaction that analysts can quantify: transaction-specific pleasure and cumulative satisfaction (the degree to which consumers are pleased with the quality or after consumption); the latter is more often the focus of the research studies. These two types of consumer satisfaction will help the business owner to study what practices they should apply for their business for them to maintain the brand loyalty of customers.

Also, Baig and Khan (2010) added that satisfied customer might promote brand loyalty, because happy customers are not only more likely to purchase a product or service again in the future but also more likely to recommend it to their friends and family. Customer satisfaction is a critical factor that can expand your customer scope since the satisfied customer will recommend your product to other closely related individuals.

However, Lin and Wu (2011) stated that customer satisfaction with the company's goods and services as the market advantage strategies factor. Consumer satisfaction in the context of business relationships is the way leading to long-term customer retention, as dissatisfied consumers have very high switching rates.

Additionally, Akrani (2013) noted that customer satisfaction is a core theme in modern marketing thought and practice. The marketing strategy emphasizes ensuring customer value and getting an in return profile. As a consequence, the overall quality of life is expected to be improved. Consequently, consumer loyalty is crucial when meeting the complex needs of consumers, businesses, and society.

Ultimately, Niharika (2015) said customer satisfaction is one of the main factors in the success of any business organization. All tasks customer-oriented. And it is possible only by that the role of marketing in everyday business organizations. In today's scenario, marketing is recognized as the primary objective of any company because long-term customer loyalty makes sustainable sustainability possible for their organization.

### **Brand Loyalty**

This is focused on study, Giddens and Hofmann (2002) said that customer preferences brand loyalty can be a significant source of incumbent advantage. Brand loyalty is a customer desire to purchase a particular brand in a category of product that exists because customers believe that the brand provides the right product features, advertisements, or quality level at the right price. Awareness is the basis for a new habit of buying. Ultimately, customers will initially make the brand's trial purchase and then begin to shape behaviors after completion and continue to buy the same brand as the product is healthy and familiar to them.

Also, Gounaris and Stathekopoulos (2004) have said that brand loyalty represents a willingness on the part of consumers to re-buy the company product regularly in the future. Customer satisfaction can only be



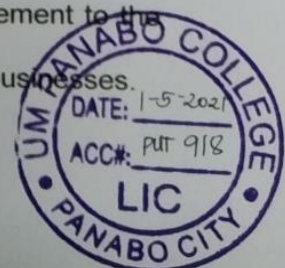
accomplished by fostering customer loyalty by building both an emotional and normative link between the brand and the consumer.

Furthermore, McMullan (2005) claimed that this creates a one-dimensional understanding of consumer loyalty that can miss subtleties in aspects of brand loyalty (e.g., purchasing as the desired mark). Another possible issue with an approach to hybrid brand loyalty analysis is that it does not take into account the evolutionary aspect of consumer loyalty, in which consumers are gradually more loyal to a brand based on repeated experience.

Besides, Kapferer (2008), stated that to recognize brand loyalty, it is first of all necessary to understand what mark is. One concept of a brand is "a collection of mental association established by the consumer, which adds to the perceived value of a product or service." The brand definition is important and widely used because it distinguishes the consumer from the outer characteristics and brand identification, which gives the brand power.

Nonetheless, Anandan (2009), claimed that a standardized definition of brand loyalty is 'the subjective behavioral reaction, articulated over time by some decision-making unit toward one or more substitute brands from a set of brands, and is a feature of psychological (decision-making, assessment) processes.

Besides, Mao (2010) provided a brand loyalty measurement tool, and the present study would use attitude loyalty and behavioral loyalty as the component of brand loyalty measurement based on the fact that these two components were widely used as brand loyalty measurement by other researchers. These measurement tools were used as a measurement to the loyalty of customers that can maintain or gain more profit in their businesses.



Also, Grewal and Levy (2011) have believed that brand loyalty comes in when a consumer uses a brand service or products regularly for years without replacing them with other brands on the same market. Loyal costumers bear a significant source of revenue for the company for several reasons. That's low price awareness, the low cost of attracting certain consumers before advertisement shows the brand outside their mouth-mouth.

However, Miller, Barrett, Nguyen (2011) stated that brand loyalty, defining the essential incentive of brand loyalty, is viewed as attitudes to continuity, complete acceptance, and advertisement. Together they enshrined a positive relationship between perceived value and brand knowledge and between brand recognition and advertisement perspective.

Additionally, Mohammed (2012) further claimed that it is difficult to objectively calculate brand loyalty as various meanings have been used by writers and researchers. Some common approaches to brand loyalty evaluation have included purchasing habits and price sensitivity in the practical sense. Brand loyalty can be evaluated more knowledgeably by surveying consumers to assess their allegiance to the brand based on critical variables such as bias in favor (or against) of the product and a positive view of the market. These variables are measured using loyalty beliefs, which also affect purchasing behavior.

Also, Lui, Li, Mizerski, and Soh (2012) asserted behavioral loyalty is the common purchase continuity practice. Nevertheless, customers could have demonstrated loyalty to the company by purchasing the commodity because there are few alternatives available on the market; commitment to the attitude would mean they will not buy another number.

Lastly, Jooste, Strydom, Berndt, and Du Plessis (2012) said the brand loyalty, and the particular mixture may also be touchable qualities of human characteristics, unique individuals connected to the whole or even compared to the company's skills. And brand loyalty, too, complete connections may affect consumer viewpoint or feelings toward a brand.

The discussions above help the study variables, which are brand experience, customer satisfaction, and brand loyalty. Review of literature relevant indicates the ideas gathered from a different author, commentators, and writers of the issues emphasized in the study. This gives researchers more in-depth insight into how brand experience, customer satisfaction, and brand loyalty are related in a way. Above all, this literature assists the researchers in establishing the study's conceptual framework.

## **Chapter 3**

### **METHOD**

This chapter contains the discussion of research design, research subject, research instrument, data gathering procedures, and statistical treatment of data.

#### **Research Design**

The researchers used the descriptive-correlation method. It is designed to describe the level of the two variables and correlation method because it represented relationship between brand experience and brand loyalty among selected Coffeehouse in Panabo City. Also, It is designed to describe the level of the two variables and correlation method because it represented relationship between customer satisfaction and brand loyalty among selected Coffeehouse in Panabo City.

#### **Research Subject**

The respondents of this study were the customers of selected Coffeehouse in Panabo City. There are only 2 Coffeehouse who responded to our request. The researchers used convenient sampling technique because there were some Coffeehouses in Panabo City that could not accommodate research-related activities. 100 customers who responded the said endeavor.

#### **Research Instrument**

The instruments used in determining the respondent's responses in the independent variables and dependent variable were the adopted standardized questionnaire of (Choi, Ok, and Hyon, (2011). The standardized questionnaire consists of three parts, namely: part one which pertains to the brand experience to the Coffeehouse, part two refers to the

customer satisfaction to the Coffeehouse, and part three refers to the brand loyalty of the Coffeehouse. The respondents were asked to check single selected choice on the range of 5 to 1 for the three parts.

To determine the level of brand experience among selected Coffeehouses, the following rating scales were used:

<b>Scale</b>	<b>Descriptive Equivalent</b>	<b>Interpretation</b>
4.21 - 5.00	Very High	This means that brand experience is always observed.
3.41 - 4.20	High	This means that brand experience is often observed.
2.61 - 3.40	Moderate	This means that brand experience is sometimes observed.
1.81 - 2.60	Low	This means that brand experience is less observed.
1.00 - 1.80	Very Low	This means that brand experience is not observed.

To assess the level of customer satisfaction among selected Coffeehouses, the following rating scales were used:

<b>Scale</b>	<b>Descriptive Equivalent</b>	<b>Interpretation</b>
4.21 - 5.00	Very High	This means that customer satisfaction is very satisfactory.
3.41 - 4.20	High	This means that customer satisfaction is satisfactory.

2.61 - 3.40	Moderate	This means that customer satisfaction is fair.
1.81 - 2.60	Low	This means that customer satisfaction is less satisfactory.
1.00 - 1.80	Very Low	This means that customer satisfaction is not satisfactory.

To determine the level of brand loyalty among selected Coffeehouse, the following rating scales were used:

<b>Scale</b>	<b>Descriptive Equivalent</b>	<b>Interpretation</b>
4.21 - 5.00	Very High	This means that brand loyalty is always practiced.
3.41 - 4.20	High	This means that brand loyalty is often practiced.
2.61 - 3.40	Moderate	This means that brand loyalty is sometimes practiced.
1.81 - 2.60	Low	This means that brand loyalty is less practiced.
1.00 - 1.80	Very Low	This means that brand loyalty is not practiced.

### **Data Gathering Procedures**

The process in conducting the study involve the following steps:

**Initial Interview.** The researchers asked for the names of the managers or owners of the selected Coffeehouse to address the letter asking permission to conduct a study.

**They were seeking Permission to Conduct the Study.** The researchers sent a letter asking permission to the owner or manager of Coffeehouse to conduct study.

**Validation of the Instrument.** The researchers asked the panel of examiners to check and critic the research questionnaire and scaling.

**Administration of the Instrument.** Upon approval, the researchers personally administered the questionnaire. The distribution was done during their free time. Personal interviews were conducted for clarity of the answers from the respondents.

**Retrieval of the Questionnaire.** After the administration of the questionnaire, the researchers collected inquiries from the customers. Data extracted from the survey were classified, organized, and tabulated accordingly.

**Collection of Data.** After collecting the questionnaire, it was immediately tallied and was subjected to statistical interpretation.

### **Statistical Treatment**

The researchers used the following statistical tools to interpret the data collected.

**Weighted mean.** This was used to determine the level of brand experience, customer satisfaction and brand loyalty among selected Coffeehouses.

**Pearson-r.** This was used to determine the significant relationship between brand experience and brand loyalty, and the significant relationship between customer satisfaction and brand loyalty among selected Coffeehouses.

## Chapter 4

### PRESENTATION AND ANALYSIS OF FINDINGS

This chapter is composed of the presentation, analysis, and interpretation of data relevant to the queries in the statement of the problem. The researcher presented the gathered data following the order of the sub-problem. The sequence of the major topics in the study is following: The level of brand experience, the level of customer satisfaction, the level of brand loyalty among selected Coffeehouses, and the significant relationship between brand experience and brand loyalty, and the significant relationship between customer satisfaction and brand loyalty among selected Coffeehouses.

#### **Level of brand experience among selected Coffeehouse**

Presented in Table 1 is the result of the level of brand experience among selected Coffeehouses, with the overall mean of 4.43 describe as very high. It means that the brand experience is always observed. It indicates that consumers with positive brand experience better remembers the brand. Consumers with positive brand experience better remember the brand than those who do not positively experience the brand. Companies are trying to create brand experience because they believe it could lead to a positive attitude towards the brand and eventually encourage buying behavior. Goodson, (2011) and Mao, (2010).

Moreover, item 1, This coffeehouse brand makes a strong impression my visual or other sense obtained the highest mean of 4.72 with the descriptive equivalent of very high. It implies that the brand experience is always observed. It indicates that the brand experience helps to sustain the



**Table 1****Level of brand experience among selected coffeehouse in Panabo City**

<b>Sensory</b>	<b>Mean</b>	<b>Descriptive Equivalent</b>
1. This coffeehouse brand makes impression on visual sense or other sense.	4.72	Very High
2. This coffeehouse brand finds interesting in a sensory way.	4.71	Very High
3. This coffeehouse brand appeals to the senses.	4.69	Very High
<b>Over-all Mean</b>	<b>4.71</b>	<b>Very High</b>
<b>Affective</b>		
1. This coffeehouse brand induces feelings and sentiments.	4.47	Very High
2. This coffeehouse brand have strong emotions.	4.53	Very High
3. This coffeehouse brand is an emotional brand.	4.41	Very High
<b>Over-all Mean</b>	<b>4.47</b>	<b>Very High</b>
<b>Behavioral</b>		
1. This coffeehouse brand reminds actions and behaviors.	4.31	Very High
2. This coffeehouse brand results bodily experiences.	4.28	Very High
3. This coffeehouse brand is action oriented.	4.23	Very High
<b>Over-all Mean</b>	<b>4.27</b>	<b>Very High</b>
<b>Intellectual</b>		
1. Using this coffeehouse brand engage a lot of thinking .	4.34	Very High
2. This coffeehouse brand makes users think.	4.35	Very High
3. This coffeehouse brand stimulates curiosity and problem solving.	4.15	High
<b>Over-all Mean</b>	<b>4.28</b>	<b>Very High</b>

<b>Legend:</b>	<b>Scale</b>	<b>Descriptive Equivalent</b>
	4.21-5.0	Very High
	3.41-4.20	High
	2.61-3.40	Moderate
	1.81-2.60	Low
	1.0-1.80	Very Low

business by producing the products or services that makes customers worthy to dine in. While the lowest mean in indicator 3 is item number 3, visiting the Coffeehouse *This coffeehouse brand is action-oriented* with the mean of 4.15 describe as high, which means that the brand experience is often observed. It shows the brand experience of the Coffeehouse influences the action-oriented of the employee of the Coffeehouse.

Other item in this group that the following mean in descending order: indicator number 1 item 2 *This coffeehouse brand finds interesting in a sensory way* with the mean 4.71 described as very high; item 3 *This coffeehouse brand appeals to the senses* with the mean 4.69 describe as very high; indicator number 2 item 2 *This coffeehouse brand has a strong emotions* with the mean 4.53 described as very high; indicator number 2 item 1 *This coffeehouse brand induces feelings and sentiments* with the mean 4.47 described as very high; indicator number 2 item 3 *This coffeehouse brand is an emotional brand* with the mean 4.41 described as very high; indicator number 4 item 2 *This coffeehouse brand makes user think* with the mean 4.35 described as very high; indicator number 4 item 1 *Using this coffeehouse brand engage a lot of thinking* with the mean 4.34 described as very high; indicator number 3 item 1 *This coffeehouse brand reminds actions and behaviors* with the mean 4.31 described as very high; indicator number 3 item 2 *This coffeehouse brand is results in bodily experiences* with the mean 4.28 described as very high; indicator number 3 item 3 *This coffeehouse brand is action oriented* with the mean 4.23 described as very high.

### **Level of customer satisfaction among selected Coffeehouse**

Table 2 presents the level of customer satisfaction among selected Coffeehouse, with the overall mean of 4.78 described as very high. It means that customer satisfaction is very satisfactory. It indicates that the customer satisfaction meets the expectations of the coffeehouse customers. This is accentuated by Jacques (2010) claimed that customer loyalty is a measurement of how a company's supplied goods and services meet or exceed consumer expectations. Hence, customer loyalty is the act of actually doing enough to be satisfactory to a company. And it only reaches the simple standards.

Item number 1 *Buying coffee at this coffeehouse brand is satisfactory* got the highest mean of 4.84 described as very high. It means that the customer in the Coffeehouse is delighted. It signifies that the Coffeehouse gives a good experience and quality product desired by the customer. While item 4 *Using this coffeehouse brand has been a good experience* reached the lowest low point of 4.75 described as very high. It implies that the customer in the Coffeehouse is delighted. It shows that the employees or staff of the Coffeehouse show full attention to service and provide a quality service to the customer.

Other item groups that the following mean in descending order: item 2, *Using this coffeehouse brand has been truly enjoyable* with the way of 4.78 described as very high; item 3 *Buying coffee in this coffeehouse feels good with a mean of 4.76 described as very high.*

**Table 2****Level of customer satisfaction among selected coffeehouse in Panabo City**

	<b>Mean</b>	<b>Descriptive Equivalent</b>
1. Buying coffee at this coffeehouse brand is satisfactory.	4.84	Very High
2. Using this coffeehouse brand has been truly enjoyable.	4.78	Very High
3. Buying coffee at this coffeehouse brand feels good.	4.76	Very High
4. Using this coffeehouse brand has been a good experience.	4.75	Very High
<b>Over-all Mean</b>	<b>4.78</b>	<b>Very High</b>

<b>Legend:</b>	<b>Scale</b>	<b>Descriptive Equivalent</b>
	4.21-5.0	Very High
	3.41-4.20	High
	2.61-3.40	Moderate
	1.81-2.60	Low
	1.0-1.80	Very Low

### **Level of brand loyalty among selected Coffeehouse**

Presented in Table 3 is the level of brand loyalty among selected Coffeehouses, with the overall mean of 4.79 described as very high. It signifies that brand loyalty in the Coffeehouse is very always practiced. It indicates that brand loyalty happens when the coffeehouse consumer experience a high level of customer satisfaction. As Gounaris and Stathekopoulos (2004) have said that brand loyalty represents a willingness on the part of consumers to re-buy the company product regularly in the future. Customer satisfaction can only be accomplished by fostering customer loyalty by building both an emotional and normative link between the brand and the consumer.

Item number 4 *Speak positively about this coffeehouse brand* got the highest mean of 4.92 described as very high. It means that the customer in Coffeehouse is always practiced. It signifies that due to a high level of customer satisfaction and a positive attitude toward the brand, customers will repeatedly purchase. While item 3 *This coffeehouse brand would be my preferred choice* reached the lowest mean point of 4.61 described as very high. It implies that the customer in the Coffeehouse is always practiced. It shows that the coffeehouse consumers have a good experience of the brand. The consumer will also have a high loyalty.

Other item groups that the following mean in descending order: item *Intend to encourage other people to buy from this coffeehouse brand* with the way of 4.88 described as very high; item 1, *Recommend this coffeehouse brand to friends and relatives* with the mean of 4.86 described as very high; item 2 *Tend to keep buying coffee at this coffeehouse brand* with the mean of 4.69 described as very high.

**Table 3****Level of brand loyalty among selected coffeehouse in Panabo City**

	<b>Mean</b>	<b>Descriptive Equivalent</b>
1. Recommend this coffeehouse brand to friends and relatives.	4.86	Very High
2. Tend to keep buying coffee at this coffeehouse brand.	4.69	Very High
3. This coffeehouse brand would be my preferred choice.	4.61	Very High
4. Speak positively about this coffeehouse brand.	4.92	Very High
5. Encourage other people to buy from this coffeehouse brand.	4.88	Very High
<b>Over-all Mean</b>	<b>4.79</b>	<b>Very High</b>

<b>Legend:</b>	<b>Scale</b>	<b>Descriptive Equivalent</b>
	4.21-5.0	Very High
	3.41-4.20	High
	2.61-3.40	Moderate
	1.81-2.60	Low
	1.0-1.80	Very Low

### **Significant Relationship between Brand Experience and Brand Loyalty among selected Coffeehouse**

The significant relationship between the level of brand experience and brand loyalty among selected Coffeehouses is shown in Table 4. The independent variable, which is the brand experience, got the overall mean of 4.43 with the descriptive equivalent of very high. It means that the brand experience of the Coffeehouse is always observed. Under the dependent variable, which is the brand loyalty got the overall mean of 4.79 with the descriptive equivalent of very high, it signifies that brand loyalty in a coffeehouse is always practiced. The brand experience and brand loyalty correlation coefficient obtained 0.522. The rejection of the null hypothesis is based on the significant value of 0.000 that the 0.05 level of significance. Therefore, the null hypothesis ( $H_0$ ) is rejected, which means that there is significant relationship between brand experience and brand loyalty among selected Coffeehouses.

This study is anchored on the theory of Brakus, Schmit and Zarantonello, (2009) that several studies have established a positive correlation between favourable brand perception and brand loyalty, and the affective aspect of brand experience appears to be of particular importance to brand loyalty in the contemporary marketplace.

Another systematic study also found brand familiarity (specifically personal experience with a given brand and its parent company, rather than second-hand marketing or word of mouth knowledge) comparing customer responses, one of the key factors in the development of brand loyalty was that the impact of brand experience on brand loyalty increased gradually as customers gained a more positive brand experience. It creates effective and

**Table 4**  
**Significant Relationship between Brand Experience and Brand Loyalty**  
**Selected Coffeehouse in Panabo City**

Correlation Coefficient

---

	Brand Loyalty
Brand Experience	0.522

---

P-value (0.000) < 0.05



cognitive relations with the brand, including logical awareness of factors such as brand consistency or suitability for a particular purpose, and emotional connection and brand identity (Kim, Morris, and Swait 2008).

### **A significant relationship between Customer Satisfaction and Brand loyalty among selected Coffeehouse**

The significant relationship between the level of customer satisfaction and brand loyalty among selected Coffeehouses is shown in Table 5. The independent variable, which is the customer satisfaction, got the overall mean of 4.78 with the descriptive equivalent of very high. It means that the customer in the Coffeehouse is very satisfactory. Under the dependent variable, which is the brand loyalty got the overall mean of 4.79 with the descriptive equivalent of very high, it signifies that the brand loyalty in Coffeehouse always practiced. The customer satisfaction and brand loyalty correlation coefficient obtained 0.460. The rejection of the null hypothesis is based on the significant value of 0.000 that the 0.05 level of significance. Therefore, the null hypothesis ( $H_0$ ) is rejected, which means that there is a significant relationship between the customer satisfaction and brand loyalty among selected coffeehouses in Panabo City.

Niharika (2015) said customer satisfaction is one of the main factors in the success of any business organization. All tasks customer-oriented. And it is possible only by that the role of marketing in everyday business organizations. In today's scenario, marketing is recognized as the primary objective of any company because long-term customer loyalty makes sustainable sustainability possible for their organization.

**Table 5**  
**Significant Relationship between Customer Satisfaction and Brand loyalty among selected Coffeehouse in Panabo City**

Correlation Coefficient	
Brand Loyalty	
Brand Loyalty	0.460

P-value (0.000) < 0.05

The critical variable in promoting brand loyalty is customer satisfaction. Studies have shown that customer satisfaction with the brand experience and the product itself has a positive effect on brand loyalty through both direct and indirect paths, and brand loyalty precedes customer satisfaction. Baig and Khan, (2010); Choi, Ok, and Hyon, (2011); Martisuite, Vilutyte, and Grundey (2010); Kapferer, (2008).

## Chapter 5

### SUMMARY OF FINDINGS, CONCLUSION, AND RECOMMENDATION

This chapter presents a summary of the findings, conclusion, and recommendation of the study.

#### Summary of Findings

The findings of the study are the following:

1. The mean of the obtained means of the brand experience when analyzed by Sensory 4.71, Affective 4.47, Behavioral 4.27, and Intellectual 4.28 respectively, were interpreted as always practiced. The obtained over-all mean 4.43 of the brand experience is interpreted as always observed.

2. The obtained mean 4.78 of the customer satisfaction is interpreted as very satisfactory.

3. The obtained mean 4.79 of brand loyalty is interpreted as always practiced.

4. The r-value between brand experience and brand loyalty is 0.522 with p-value of 0.05. Thus, the null hypothesis is rejected.

5. The r-value between customer satisfaction and brand loyalty is 0.460 with p-value of 0.05. Thus, the null hypothesis is rejected.

#### Conclusions

Based on the finding of the study the following conclusions are drawn:

1. The level of brand experience among selected Coffeehouse is very high.

2. The level of customer satisfaction among selected Coffeehouse is very high.

3. The level of brand loyalty among selected Coffeehouse is very high.

4. There is a significant relationship between brand experience and Brand loyalty among selected Coffeehouse.

5. There is a significant relationship between customer satisfaction and brand loyalty among selected Coffeehouse.

### **Recommendation**

Based on the finding and conclusion of the study, the following recommendations are drawn:

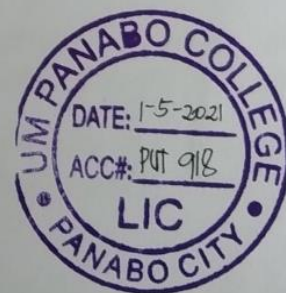
1. Coffeehouse should continue to build a strong brand experience. This can be made with authentic in-store coffeehouse experience, high quality brewed coffee, consistent taste. Also, the Coffeehouse should refine its offering and improves the quality of its service delivery and other aspects of its brand through continuous development of brand image and brand experience, training of staff to improve the quality of its service delivery. In sensory the Coffeehouse should focus on enhancing sensory experiences by improving mood or atmosphere, promotions, packaging, brand logos, and other good-looking elements; in affective the coffeehouse architecture and aesthetic should be more appealing which can have a nice impact on the customers; in behavioral the Coffeehouse must pay particular attention to capturing the emotional consumption components by building an emotional band with the customer. To engage customers emotionally with the brand and emotional dimension can be applied to the brand communications in several ways. The core service the Coffeehouse provides should be timely, secure, and error free. Consumers' purchasing experience should be seamless that will make the customer experience enjoyable, and intellectual brand communications and

the environment should be more intriguing, which can stimulate the customer thinking process and keep them more intensively involve with the brand.

2. Customer satisfaction descriptive scores high but the lowest mean indicates that something is still lacking to get customers into the Coffeehouse and make them satisfied. Coffeehouses should enhance the physical environment of the Coffeehouse, comfort, and encouraging employees to recognize and greet customers.

3. Same as in the descriptive equivalent of brand loyalty scores are high, but the lowest mean suggest that something is still missing to bring customers into the Coffeehouse and make them loyal. Coffeehouse should also focus more on building a community around the brand and encouraging its consumers to identify with it. Coffeehouse should also focus on the customers engage in word of mouth publicity, and specific offers or rewards could also be given to them.

4. Moreover, it is recommended that future researchers use this study as a source for further exploration of the object to create more defined data.



## REFERENCES

- Akrani (2013).** *Understanding student choice of university and marketing strategies in syrian private higher education, September 2010.* Retrieved November 6, 2019 from Phd\_Thesis\_Anas\_Al-Fattal\_SID200229252\_Education.pdf
- Alloza (2008).** *Brand engagement and brand experience at BBVA,the transformation of a 150 years old company. Corporate reputation Review. Vol. 11 No. 4. pp 371-379.* Retrieved November 6, 2019 from <https://www.researchgate.net/publication/247478332> Brand Engagement and Brand Experience at BBVA the Transformation of a 150 Years Old Company
- Anandan (2009).** *Product management (2<sup>nd</sup> ed.).Delhi, India: Tata McGraw Hill.* Retrieved August 14, 2019 from <https://www.amazon.in/Product-Management-Dr-C-Anandan/dp/0070153248>
- Arnould, Linda, & George (2002).** *Consumera, McGraw-Hill, New York, N.Y.* Retrieved August 14, 2019 from <https://www.researchgate.net/publication/2922592361> The role of customer brand engagement and brand experience in online banking
- A.V. Muthukrishnan, Chattopadhyay, & A. (2007).** *Just Give Me Another Chance: The Strategies for Brand Recovery from a Bad First Impression.* Retrieved August 15, 2019 from <https://doi.org/10.1509/jmkr.44.2.334>
- Bagdare (2013).** *Antecedent of retail customer experience. Journal of Marketing and Communication, 8(3), 45-51.* Retrieved August 15,2019
- Baig & Khan (2010).** *Emotional satisfaction and brand loyalty in hospitality industry. International Bulletin of Business Administration, 62-66.* Retrieved August 15, 2019
- Bapat & Panwar (2009).** *Consumer evaluation of brand extention: an empirical assesment in India context, Vision - The Journal of Decision, Vol. 13 No. 2,pp.47-52.* Retrieved September 15,2015 <https://journals.sagepub.com/action/showPublication>
- Blackwell, Miniard, & Engel (2006).** *“Consumer Behavior”* Retrieved June 26,2020 from <https://www.worldcat.org/title/consumer-behavior/oclc/62771651>

- Brakus, Schmitt, & Zarantonello (2009).** *Brand experience: What is it? How is it measured? Does it affect loyalty?* *Journal of Marketing*, 73(3), 52-68. Retrieved November 16, 2019 from <https://journals.sagepub.com/doi/10.1509/jmkg.73.3.052#:~:text=Brand%20experience%20is%20conceptualized%20as,packaging%2C%20communications%2C%20and%20environment.&text=However%2C%20a%20conceptualization%20and%20scale,has%20not%20yet%20been%20developed.>
- Chase, & Dasu (2014).** *Experience psychology - a proposed new subfield of service management.* *Journal of Service Management*. Vol. 25, pp.574-577. Retrieved August 15, 2019. <https://www.researchgate.net/publication/280193937> Experience psychology - a proposed new subfield of services management
- Choi, Ok, & Hyon (2011).** *Evaluating Relationships among Brand Experience, Brand Personality, Brand Prestige, Brand Relationship Quality, and Brand Loyalty: An Empirical Study of Coffeehouse Brand.* *The 16<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Retrieved on August 14, 2019 from <https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1283&content=gradconf%20hospitality>
- Euromonitor (2013).** “*Emergence of s-commerce and impact on consumer goods industries*”, Retrieved August 16, 2019 from available at [www.euromonitor.com/emergence-of-scommerce-and-impact-on-consumer-goods-industries/report](http://www.euromonitor.com/emergence-of-scommerce-and-impact-on-consumer-goods-industries/report)
- Fitzsimmons, Fitzsimmons & Bordoloi (2008).** *Service management: Operation, strategy, and information technology (p.4).* New York, N.Y : McGraw-Hill. Retrieved June 21, 2020 from <https://www.mheducation.com/highered/product/service-management-operations-strategy-information-technology-bordoloi-fitzsimmons/M9781259784637.html>
- Foscht & Swoboda (2005).** *Kauferverhalten; Grundlagen, Perspektiven, Anwendungen [ Buyer behavior: Principles, perspective, application] (2<sup>nd</sup> ed.).* Wiesbaden Gabler Retrieved June 21, 2020 from <https://www.researchgate.net/publication/238318183> Perception of store attributes and overall attitude towards grocery retailers The role of shopping motives
- Gentile, Chiara & Spiller, Nicola & Noci, Giuliano (2007).** *How to Sustain the Customer Experience: An Overview of Experience Components that*



*Co-create Value With the Customer. European Management Journal. 25.395-410. Retrieved August 16, 2019 10.1016/j.emj.2007.08.005*

**Giddens & Hofmann (2002).** *Brand loyalty. Cyber Essays. IOWA State University [Web]: Retrieved June 22, 2020 from <http://www.cyberessays.com/lists/term-paper-on-brand-loyalty-of-twowheelers/page0.html> Date of access:20 Jul. 2010.*

**Goodson (2011).** *Is brand loyalty the core to Apple's Forbes.* Retrieved August 14, 2019 from <http://www.forbes.com/sites/marketshare/2011/11/27/is-brand-loyalty-the-core-to-apples-success-2/>.

**Gounaris & Stathakopoulos (2004).** *Antecedents and consequences of brand loyalty: An empirical study. Journal of Brand Management Vol. 11(issue 4) 283-306. Retrieved June 21, 2020 from <https://www.researchgate.net/publication/233662637> Antecedents and consequences of brand loyalty An empirical study*

**Grewal, Dhruv & Levy Michael (2011).** *Marketing. 2<sup>nd</sup> ed. Porto Alegre: Editora Ltda AMGH. Retrieved June 21, 2020 from <https://books.google.com.ph/books/about/Marketing.html?id=WnszLwAACAAJ&rediresc=y>*

**Gronroos (2006).** *Adopting a service logic for marketing, Marketing Theory, Vol. 6 No. 3, pp.317-333. Retrieved August 15, 2019 <https://pdfs.semanticscholar.org/dce5/3f862e93ea8723b1e59e5b293e8f71ef828.pdf>.*

**Gronroos (2008).** *"Service logic revisited: who creates value? And who co-creates?"*, *European Business Review, Vol. 20 No. 4, pp.298-314.* Retrieved August 15, 2019 from <https://www.researchgate.net/publication/215915805> Service Logic Revisited Who Creates Value And Who Co-creates.

**Hagtvedt & Patrick (2008).** *Art infusion: The influence of visual and on the perception and evaluation of consumer products. Journal of Marketing Research, 45(3), 379-389. Retrieved August 17, 2019 from <https://pdfs.semanticscholar.org/52cb/8b0acb1faa62ba48adffef016d0582c7b7f6.pdf>.*

**Holmes (2005).** *Choice of Institution of higher education and academic expectations: the of cost-benefit factors, teaching in higher education. 10(2), 189-201. Retrieved August 16, 2019*

- Hulten, Broweus, & van Dijk (2009).** *Sensory Marketing*, Palgrave Macmillan, Basingstoke. Retrieved August 16, 2019 from <https://www.palgrave.com/gp/book/9780230576575>
- Jacques (2010).** *Principles and practice of Marketing (4<sup>th</sup> ed.)*. McGraw-Hill Higher Education. Retrieved September 18, 2019
- Jooste, Strydom, Berndt, & Du Plessis (2012).** *Applied strategic marketing. 4<sup>th</sup> ed.* Cape Town: Pearson. Retrieved September 15, 2019 from <https://dergipark.gov.tr/dpwnload/article-file/440216>
- Kapferer (2008).** *The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term*. London Kogan Page. Retrieved September 18, 2019.
- Kavitha, Yamini, Raja Vadhana (2015).** *An evaluation on big data generalization using k-Anonymity algorithm on cloud. Intelligent Systems and Control (ISCO), 2015 IEEE 9<sup>th</sup> International Conference on 9-10 Jan.* Retrieved June 23, 2020 from DOI:10.1109/ISCO.2015.7282237
- Kerry (2005).** *Principles of Marketing: First Edition*. Published and distributed by Rex Book Store, Inc. 856 Nicanor Reyes, Sr. St., Sampaloc, Manila Philippines. Retrieved August 15, 2019
- Kessler Shiela (2003).** Retrieved August 16, 2019 from [https://www.nku.edu/~turney.prclass/readings/read\\_master.html](https://www.nku.edu/~turney.prclass/readings/read_master.html)
- Kim, Morris, & Swait (2008).** *Antecedent of True Brand Loyalty Journal of Advertising 37 (Su 2008):99-117*. Retrieved August 16, 2019 from [https://www.researchgate.net/publication/234130451\\_Antecedents\\_of\\_True\\_Brand\\_Loyalty](https://www.researchgate.net/publication/234130451_Antecedents_of_True_Brand_Loyalty)
- Klaus & Maklan (2013).** *Towards a better measure of customer experience. International Journal of Market Research 55(2): 227-246*. Retrieved August 16, 2019 from [https://www.academia.edu/21944839/Towards a better measure of customer experience](https://www.academia.edu/21944839/Towards_a_better_measure_of_customer_experience)
- Kotler (2000).** *Marketing Management - The Millennium Edition*, Prentice Hall, New York, N.Y. Retrieved August 16, 2019 from <https://www.researchgate.net/publication/235362523> Marketing Management The Millennium Edition
- Lin & Wu (2011).** *The role of expected future use in relationship based service retention. Managing Service Quality, 21(5), 535-551*. Retrieved August 14, 2019

- Lindstrom (2005).** *Brand sense: build powerful brands through touch, taste, smell, sight and sound.* New York. NY: Koogan Page. Retrieved August 14, 2019 from [https://books.google.com.ph/books/about/BrandSense.html?id=tzPrvHf2WIAC&redir\\_esc=y](https://books.google.com.ph/books/about/BrandSense.html?id=tzPrvHf2WIAC&redir_esc=y)
- Lui, Li, Mizerski & Soh (2012).** "Self-congruity, brand attitude, and brand loyalty: a study on luxury brands", *European Journal of Marketing*, Vol. 46 Nos 7/8, pp. 922-937. Retrieved October 4, 2019
- Malhotra, Dash, Kumar & Chandra (2013).** *The nature and antecedents of brand equity and its dimensions.* *Marketing Intelligence & Planning*, 31(2), 141-159. Retrieved October 16, 2019 from <https://pdfs.semanticscholar.org/c718/1cf4a939d66011a44cfae0dc7f61335ad532.pdf>
- Mao (2010).** *Customer Brand Loyalty.* *International Journal of Business Management*, 5(7), 213-217. Retrieved August 15, 2019 from <http://www.ccsenet.org/journal/index.php/ijbm/article/view/6639>
- Martisuite, Vilutyte, & Grundey (2010).** *Product or brand? How interrelationship between customer satisfaction and customer loyalty work,* *European Journal of Interdisciplinary Studies*, 1(2), 5-15. Retrieved September 14, 2019
- Marzocchi, Morandin, & Bergami (2013).** *Brand communities: Loyal to the community or the brand?* *European Journal of Marketing* 47(1-2) Retrieved August 15, 2019 DOI:10.1108/03090561311285475
- McMullan (2005).** *A multiple-item scale for measuring customer loyalty development.* *Journal of Services Marketing*, 19(7), 470-481. Retrieved October 02, 2019
- Miller, Barrett, & Nguyen (2011).** *Brand loyalty in emerging markets.* *Market Intelligence & Planning*, Vol. 29 Issue, 3, pp.222-232, Retrieved August 14, 2019 from <https://doi.org/10.1108/02634501111129211>
- Mohammed (2012).** *The value of brand trust and perceived brand value in building brand loyalty,* *International Research Journal of Finance and Economics*, 85, 111-126. Retrieved August 15, 2019
- Morgan-Thomas & Veloutsou (2013).** "Beyond Technology Acceptance: Brand Relationships and Online Brand Experience", *Journal of Business Research*, Vol. 66, No. 1, pp. 21-27, Retrieved October 12, 2019 <https://doi.org/10.1016/j.jbusres.2011.07.019>
- Nemati, Khan, & Iftikhar (2011).** *Impact of Innovation on customer satisfaction and brand loyalty: A study of mobile phone users in*

*Pakistan. European Journal of Social Science*, 16(2), 299-306.  
Retrieved August 15, 2019

**Niharika (2015)**. *Effect of marketing mix on customer satisfaction. International Journal of Science, Technology & Management*, 4(1),73-81. Retrieved August 16, 2019 from <http://www.ijstm.com/>

**Nysveen, Pedersen, & Skard (2013)**. *Brand experiences in service organizations: exploring the individual effects of brand experience dimensions. Journal of Brand Management*, Vol. 20 No:5, pp. 404-423. Retrieved October 4, 2019

**Oliver (2001)**. *Principles of service marketing (3<sup>rd</sup> ed.)*. London-McGraw-Hill. Retrieved September 12, 2019

**Orth, & Malkewitz (2008)**. *Holistic package design and consumer brand impressions, Journal of Marketing*, 72(5), 64-81. Retrieved August 15, 2019 from <https://journals.sagepub.com/doi/10.1509/JMKG.72.3.064>

**Qader, Azizah Binti Omar (2017)**. *The Influence of Affective Brand Experience Dimension on Brand Equity of the Smartphone Millennial Users in Malaysia Jan.- Feb. 2017, Vol. 5, No. 1, 25-37*. Retrieved July 2, 2020.

**Rajput & Dhillon (2013)**. *Frontiers of the marketing paradigm for the third millennium: experiential marketing, Global Journal of Management and Business ee3(7): 711-724*. Retrieved August 15, 2019 from <https://www.ripublication.com/gjmbs/spl.pgjmbsv3n704df>

**Riivits & Leppiman (2015)**. *Young consumers and their brand love International Journal of Business and Social Research Vol. 5. Issue 10. pp. 3-44* Retrieved August 15, 2019 from 10.1.1.904.8891.pdf

**Schembri (2009)**. *Re-framing brand experience: The experiential meaning of Harley-Davidson. Journal of Business Research*, 62(12), 1299-1310. Retrieved October 2, 2019 from <https://doi.org/10.1016/j.jbusres.2008.11.004>

**Schmitt (2003)**. *Customer experience management. NewYork: John WileySons*. Retrieved September 12, 2019 from <https://pdfs.semanticscholar.org/3866/9f0d5f9345e40abe3405101c70b497a04c07.pdf>

**Sharma, & Sanhi (2015)**. *Evaluating the efficacy of facebook communities and Twitter tweets on brand equity: an empirical study on fashion brands. Advances in Economics and Business Management (AEBM)*, 2(5): 503-508. Retrieved June 27, 2020

- Shim (2012).** *Enhancing Brand Loyalty Through Brand Experience: Application of Online Flow Theory.* Auburn: Auburn University. Retrieved November 6, 2019 from <https://www.semanticscholar.org/paper/Enhancing-Brand-Loyalty-through-Brand-Experience%3A-Shim/b2bee259a91c2d2123a1150943e3771329c4607f>
- Solomon, Bamossy, Askegaard, & Hogg (2006).** "Consumer Behaviour, A European Perspective", 3th Edition. Retrieved July 2, 2020 from NXHQQRTHBQ2L87NIU6YVN.pdf
- Sullivan & Adcock (2002).** *Retail Marketing.* London: Thomson. Retrieved November 6, 2019 from [https://books.google.com.ph/books/about/Retail\\_Marketing.html?id=Do\\_s-uxclIA0C%redir\\_esc=y](https://books.google.com.ph/books/about/Retail_Marketing.html?id=Do_s-uxclIA0C%redir_esc=y)
- Tynan & McKechnie (2009).** *Experience Marketing: a review an reassessment, Journal of Marketing Management* 25(5-6): 501- Retrieved November 5, 2019 from <https://doi.org/10.1362/026725709X461821>
- Thomson, MacInnis, & Park (2005).** *The tie that bind. Measuring the strength of consumers emotional attachments to brand. Journal of Consumer Psychology.* 15(1), 77-91 Retrieved August 15, 2019 from <https://www.sciencedirect.com/science/article/abs/pii/S1057740805700954>
- Tu, Wang, & Chang (2012).** *Corporate brand image and customer satisfaction on loyalty: An empirical study of Starbucks Coffee in Taiwan. Journal of Social and Development Sciences,* 3(1), 24-32. Retrieved November 6, 2019
- Wiedmann, Haase, & Labenz (2018).** *Effects of consumer sensory perception on brand performance. Journal of Consumer Marketing,* Vol. 35 No. 6, pp.565-576. Retrieved November 7, 2019 from <https://doi.org/10.1108/JCM-10-2017-2404>
- Walker (2005).** *Principles of Marketing: First Edition.* Published and distributed by Rex Book Store, Inc. 856 Nicanor Reyes, Sr. St., Sampaloc, Manila Philippines Retrieved October 15, 2019
- Xu & Chan (2010).** *A conceptual framework of hotel experience and customer-based brand equity: Some research questions and implications. International Journal of Contemporary Hospital Management* Retrieved October 15, 2019 from [https://www.researchgate.net/publication/235321635\\_A\\_conceptual\\_fr](https://www.researchgate.net/publication/235321635_A_conceptual_fr)

amework of hotel experience and customer-based brand equity S  
ome research questions and implications

- Yoon & Park (2012).** *Do sensory and appeals influence brand attitude?*, *Journal of Business Research* 65(11): 1534-1542. Retrieved November 5, 2019 from <https://doi.org./10.1016/jbusres.2011.02.037>
- Zarantonello, Schmitt, & Brakus (2007).** *Development of the brand experience scales.* *Advance on Consumer Research*, 34, 580-582. Retrieved August 15, 2019 from <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.467.1681&rep=rep1&type=pdf>
- Zarantonello & Schmitt (2010).** *Using the brand experience scale too profile consumers and predict consumer behavior*, *Journal of Brand Management*. Retrieved August 15, 2019 from <https://www.researchgate.net/publication/42757625>
- Zineldin (2000).** *An empirical study on the promotional mix and brand equity:* Retrieved September 12, 2019 <https://www.cjournal.cz/files/67.pdf>

## Appendix A-1

### Letter for Permission to Conduct the Study

December 02, 2019

**LOUIE CHRISTOPHER BARROIS LU**  
Manager  
Roadside Cafe  
Panabo City

Sir,

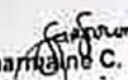

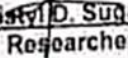
A greeting of happiness and peace to you.

The undersigned are currently working on their thesis entitled **"The Effect Between Brand Experience, Customer Satisfaction And Brand Loyalty Among Selected Coffeehouse In Panabo City"** for our Marketing Research subject.

In line with this, we would like to ask permission from your office to allow us to administer the questionnaires to your customers. Attached are the questionnaires for your reference. We assure that the data shall be treated with utmost confidentiality.

It is hoped that this request be given favorable action and preferential attention. Thank you very much.

Respectfully yours,

  
Charmaine C. Arsolon  
  
Aya Jean Borgan  
  
Cristyl D. Suganob  
Researchers

Noted:

  
DR. AMELIE L. CHICO  
Adviser

## Appendix A-2

### Letter for Permission to Conduct the Study

December 02, 2019

**JONAH MAE MAHOMOC**

Manager

R-Troopers Coffee Shop

Panabo City

Sir/Ma'am:

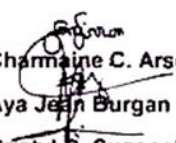
A greeting of happiness and peace to you.

The undersigned are currently working on their thesis entitled **“The Effect Between Brand Experience, Customer Satisfaction And Brand Loyalty Among Selected Coffeehouse In Panabo City”** for our Marketing Research subject.

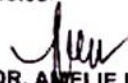
In line with this, we would like to ask permission from your office to allow us to administer the questionnaires to your customers. Attached are the questionnaires for your reference. We assure that the data shall be treated with out most confidentially.

It is hoped that this request be given favorable action and preferential attention. Thank you very much

Respectfully yours,

  
Charmaine C. Arsolon  
Aya Jean Burgan  
Cristyl D. Suganob  
Researchers

Noted:

  
DR. AWELIE L. CHICO  
Adviser



## Appendix B-1

### Letter for Request for Validation

September 10, 2019

**APRIL ROSE L. SAM**  
Professor  
Urn Panabo College  
Panabo City

Dear Ma'am:

You are one of the chosen evaluators of our questionnaire on our research study entitled **"The Effect Between Brand Experience, Customer Satisfaction And Brand Loyalty Among Selected Coffeehouse In Panabo City"** for our Res 1b (Methods of Research)/subject

In view of this, it would be appreciated very much if you can share your expertise by rating this content. It would be a great help also for the understanding if you could write comments, suggestion and recommendation that will improve the abovementioned questionnaire

Thank you very much for your assistance and valuable contribution on this request.

Respectfully yours,

  
**Charmaine C. Arsolon**  
  
**Aya Jean Burgan**  
  
**Crisyl D. Suganob**  
Researchers

Noted:

  
**DR. AMBIE L. CHICO**  
Advisor

## Appendix B-2

### Letter for Request for Validation

September 10, 2019

**ANGELO J. NAMUAG**  
Professor  
Urn Panabo College  
Panabo City

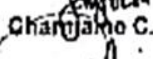
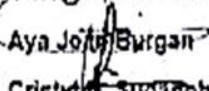
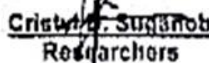
Dear Sir,

You are one of the chosen evaluators of our questionnaire on our research study entitled **"The Effect Between Brand Experience, Customer Satisfaction And Brand Loyalty Among Selected Coffeehouse in Panabo City"** for our Res 1b (Methods of Research)/subject

In view of this, it would be appreciated very much if you can share your expertise by rating this content. It would be a great help also for the understanding if you could write comments, suggestion and recommendation that will improve the abovementioned questionnaire.

Thank you very much for your assistance and valuable contribution on this request.

Respectfully yours,


  
**Charlene C. Arsolon**  
  
**Aya Jojo Burgan**  
  
**Cristina Suganob**  
Researchers

Noted

  
**DR. AMELIE L. CHICO**  
Advisor


Appendix C-1

Questionnaire Validation Sheet

 The University of Mississippi	<b>RESEARCH AND PUBLICATION CENTER</b> [ ] Main [X] Branch <u>Perkins</u> <b>QUESTIONNAIRE VALIDATION SHEET</b>																																																
Title of Research: <u>The Effect Between Brand Experience, Customer Loyalty and Brand Equity</u> Among Successful Corporate Brands in Various City Propponents: <u>Angela Charmaine Gusting, Crystal Purdon, Alya IGM</u>																																																	
To the Evaluator: Please check the appropriate box for your ratings Point Equivalent:    5 – Excellent                    2 – Fair 4 – Very Good                                1 – Poor 3 – Good																																																	
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #e0e0e0;"> <th style="width: 70%;"></th> <th>5</th> <th>4</th> <th>3</th> <th>2</th> <th>1</th> </tr> </thead> <tbody> <tr> <td> <b>1. CLARITY OF DIRECTION AND ITEMS</b>            The vocabulary level, language structure and conceptual level of the questions suit the level of respondents. The test directions and items are written in clear and understandable manner.         </td> <td style="text-align: center;">✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td> <b>2. PRESENTATION/ORGANIZATION OF ITEMS</b>            The items are presented and organized in logical manner.         </td> <td style="text-align: center;">✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td> <b>3. SUITABILITY OF ITEMS</b>            The items appropriately represent the substance of the research. The questions are designed to determine the conditions, knowledge, perceptions and attitude that are supposed to be measured.         </td> <td style="text-align: center;">✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td> <b>4. ADEQUATENESS OF ITEMS PER CATEGORY</b>            The items represent the coverage of the research adequately. The number of questions per area category is representative enough of all the questions needed for the research.         </td> <td style="text-align: center;">✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td> <b>5. ATTAINMENT OF PURPOSE</b>            The instrument as a whole fulfills the objectives for which it was constructed.         </td> <td style="text-align: center;">✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td> <b>6. OBJECTIVITY</b>            Each item questions require only one specific answer or measures only one behavior and no aspect of the questionnaire suggest bias on the part of the researcher.         </td> <td style="text-align: center;">✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td> <b>7. SCALE AND EVALUATION RATINGS SYSTEM</b>            The scale adapted is appropriate for the items.         </td> <td style="text-align: center;">-</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		5	4	3	2	1	<b>1. CLARITY OF DIRECTION AND ITEMS</b> The vocabulary level, language structure and conceptual level of the questions suit the level of respondents. The test directions and items are written in clear and understandable manner.	✓					<b>2. PRESENTATION/ORGANIZATION OF ITEMS</b> The items are presented and organized in logical manner.	✓					<b>3. SUITABILITY OF ITEMS</b> The items appropriately represent the substance of the research. The questions are designed to determine the conditions, knowledge, perceptions and attitude that are supposed to be measured.	✓					<b>4. ADEQUATENESS OF ITEMS PER CATEGORY</b> The items represent the coverage of the research adequately. The number of questions per area category is representative enough of all the questions needed for the research.	✓					<b>5. ATTAINMENT OF PURPOSE</b> The instrument as a whole fulfills the objectives for which it was constructed.	✓					<b>6. OBJECTIVITY</b> Each item questions require only one specific answer or measures only one behavior and no aspect of the questionnaire suggest bias on the part of the researcher.	✓					<b>7. SCALE AND EVALUATION RATINGS SYSTEM</b> The scale adapted is appropriate for the items.	-					
	5	4	3	2	1																																												
<b>1. CLARITY OF DIRECTION AND ITEMS</b> The vocabulary level, language structure and conceptual level of the questions suit the level of respondents. The test directions and items are written in clear and understandable manner.	✓																																																
<b>2. PRESENTATION/ORGANIZATION OF ITEMS</b> The items are presented and organized in logical manner.	✓																																																
<b>3. SUITABILITY OF ITEMS</b> The items appropriately represent the substance of the research. The questions are designed to determine the conditions, knowledge, perceptions and attitude that are supposed to be measured.	✓																																																
<b>4. ADEQUATENESS OF ITEMS PER CATEGORY</b> The items represent the coverage of the research adequately. The number of questions per area category is representative enough of all the questions needed for the research.	✓																																																
<b>5. ATTAINMENT OF PURPOSE</b> The instrument as a whole fulfills the objectives for which it was constructed.	✓																																																
<b>6. OBJECTIVITY</b> Each item questions require only one specific answer or measures only one behavior and no aspect of the questionnaire suggest bias on the part of the researcher.	✓																																																
<b>7. SCALE AND EVALUATION RATINGS SYSTEM</b> The scale adapted is appropriate for the items.	-																																																
<i>Prof. April Rose Sam</i> _____ Signature Above Printed Name																																																	

## Appendix C-2

## Questionnaire Validation Sheet

 <b>RESEARCH AND PUBLICATION CENTER</b> [ ] Main [ / ] Branch <u>PMAB</u>	
QUESTIONNAIRE VALIDATION SHEET	
Title of Research: <u>The Effect Between Brand Experience, Customer Satisfaction and Brand Loyalty Among Selected Confectionery in Pangabo City</u> Proponents: <u>Arsoh, Charmaine, Suganob, Cristyl, Burgan, Ayn Jean</u>	
To the Evaluator: Please check the appropriate box for your ratings. Point Equivalent:    5 – Excellent                      2 – Fair 4 – Very Good                                      1 – Poor 3 – Good	
	5    4    3    2    1
<b>1. CLARITY OF DIRECTION AND ITEMS</b> The vocabulary level, language structure and conceptual level of the questions suit the level of respondents. The test directions and items are written in clear and understandable manner.	<input type="checkbox"/> 5 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
<b>2. PRESENTATION/ORGANIZATION OF ITEMS</b> The items are presented and organized in logical manner.	<input type="checkbox"/> 5 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
<b>3. SUITABILITY OF ITEMS</b> The items appropriately represent the substance of the research. The questions are designed to determine the conditions, knowledge, perceptions and attitude that are supposed to be measured.	<input checked="" type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
<b>4. ADEQUATENESS OF ITEMS PER CATEGORY</b> The items represent the coverage of the research adequately. The number of questions per area category is representative enough of all the questions needed for the research.	<input type="checkbox"/> 5 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
<b>5. ATTAINMENT OF PURPOSE</b> The instrument as a whole fulfills the objectives for which it was constructed.	<input checked="" type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
<b>6. OBJECTIVITY</b> Each item questions require only one specific answer or measures only one behavior and no aspect of the questionnaire suggest bias on the part of the researcher.	<input type="checkbox"/> 5 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
<b>7. SCALE AND EVALUATION RATINGS SYSTEM</b> The scale adapted is appropriate for the items.	<input checked="" type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
Prof. <u>Angelo P. Namuaq</u> Signature Above Printed Name	

## Appendix D-1

### Survey Questionnaire

#### SURVEY QUESTIONNAIRE

#### THE EFFECT BETWEEN BRAND EXPERIENCE, CUSTOMER SATISFACTION AND BRAND LOYALTY AMONG SELECTED COFFEE HOUSE IN PANABO CITY

(Choi, Y.; Ok, C.; & Hyon, S.S. (2011))

#### Part1. Profile of the Respondents

Name (Optional): \_\_\_\_\_ Gender: \_\_\_\_\_

Name of the Coffeehouse: \_\_\_\_\_ Age: \_\_\_\_\_

5- Strongly Agree 4- Agree 3- Neutral 2- Disagree 1- Strongly Disagree

Instruction: The questionnaire contains a statement about the effect between brand experience, customer satisfaction and brand loyalty. Next to each statement, mark ticks (/) the number that describes how strongly you feel about the statement by using the following scoring system.

#### Part 2. The Effect Between Brand Experience, Customer Satisfaction and Brand Loyalty

<b>Brand Experience</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
<b>A. Sensory</b>					
1. This coffeehouse brand makes a strong impression on visual sense or other sense.					
2. This coffeehouse brand finds interesting in a sensory way.					

3. This coffeehouse brand appeals to the senses.					
<b>B. Affective</b>					
1. This coffeehouse brand induces feelings and sentiments.					
2. This coffeehouse brand have strong emotions.					
3. This coffeehouse brand is an emotional brand.					
<b>C. Behavioral</b>					
1. This coffeehouse brand reminds actions and behaviors.					
2. This coffeehouse brand results bodily experiences.					
3. This coffeehouse brand is action oriented.					
<b>D. Intellectual</b>					
1. Using this coffeehouse brand engage a lot of thinking.					
2. This coffeehouse brand makes users think.					
3. This coffeehouse brand stimulates curiosity and problem solving.					

### Part 3. Customer Satisfaction

1. Buying coffee at this coffeehouse brand is satisfactory.					
2. Using this coffeehouse brand has been truly enjoyable.					
3. Buying coffee at this coffeehouse brand feels good.					
4. Using this coffeehouse brand has been a good experience.					

### Part 4. Brand Loyalty

1. Recommend this coffeehouse brand to friends and relatives.					
2. Tend to keep buying coffee at this coffeehouse brand.					
3. This coffeehouse brand would be my preferred					

choice.					
4. Speak positively about this coffeehouse brand.					
5. Encourage other people to buy from this coffeehouse brand.					

## Appendix D-2

### SURVEY QUESTIONNAIRE

**THE EFFECT BETWEEN BRAND EXPERIENCE,  
CUSTOMER SATISFACTION AND BRAND LOYALTY  
AMONG SELECTED COFFEE HOUSE IN PANABO CITY**  
Choi et al. (2011)

#### Part 1. Profile of the Respondents

Name (Optional): Vandewes RR Gender: F  
Position: \_\_\_\_\_ Company: \_\_\_\_\_

5- Strongly Agree 4- Agree 3- Neutral  
2- Disagree 1- Strongly Disagree

Instruction: The questionnaire contains a statement about the effect between brand experience, customer satisfaction and brand loyalty. Next to each statement, mark ticks (/) the number that describes how strongly you feel about the statement by using the following scoring system.

#### Part 2. The Effect Between Brand Experience, Customer Satisfaction and Brand Loyalty

Brand Experience	5	4	3	2	1
<b>A. Sensory</b>					
1. This coffeehouse brand makes a strong impression on my visual sense or other sense.				/	
2. I find this coffeehouse brand interesting in a sensory way.			/		
3. This coffeehouse brand appeals to my senses.				/	
<b>B. Affective</b>					
1. This coffeehouse brand induces feelings and sentiments.			/		
2. I have strong emotions for this coffeehouse brand.			/		
3. This coffeehouse brand is an emotional brand.			/		
<b>C. Behavioral</b>					
1. This coffeehouse brand reminds me of actions and behaviors when I used this brand.				/	
2. This coffeehouse brand is results in bodily experiences.				/	
3. This coffeehouse brand is action oriented.			/	/	
<b>D. Intellectual</b>					
1. I engage a lot of thinking when I encounter this coffeehouse brand.		/			
2. This coffeehouse brand makes me think.			/		
3. This coffeehouse brand stimulates my curiosity and problem solving.			/		

#### Part 3. Customer Satisfaction

1. I am satisfied with my decision to buy coffee at this coffeehouse brand.	/				
2. I have truly enjoyed this coffeehouse brand.	/				
3. I feel good about my decision to buy coffee at this coffeehouse brand.	/				
4. Using this coffeehouse brand has been a good experience.	/				

#### Part 4. Brand Loyalty

1. I would recommend this coffeehouse brand to friends and relatives.	/				
2. I intend to keep buying coffee at this coffeehouse brand.	/				
3. If I need coffee, this coffeehouse brand would be my preferred choice.	/				
4. I will speak positively about this coffeehouse brand.	/				
5. I intend to encourage other people to buy from this coffeehouse brand.	/				



## Appendix D-3

### SURVEY QUESTIONNAIRE

THE EFFECT BETWEEN BRAND EXPERIENCE,  
CUSTOMER SATISFACTION AND BRAND LOYALTY  
AMONG SELECTED COFFEE HOUSE IN PANABO CITY  
Choi et al (2011)

#### Part 1. Profile of the Respondent

Name (Optional): Rose Gender: M  
Position: Sales Supervisor Company: San Miguel Brewery Inc.

5- Strongly Agree 4- Agree 3- Neutral  
2- Disagree 1- Strongly Disagree

Instruction: The questionnaire contains a statement about the effect between brand experience, customer satisfaction and brand loyalty. Next to each statement, mark ticks (/) the number that describes how strongly you feel about the statement by using the following scoring system.

#### Part 2. The Effect Between Brand Experience, Customer Satisfaction and Brand Loyalty

Brand Experience	5	4	3	2	1
<b>A. Sensory</b>					
1. This coffeehouse brand makes a strong impression on my visual sense or other sense.	✓				
2. I find this coffeehouse brand interesting in a sensory way.	✓				
3. This coffeehouse brand appeals to my senses.	✓				
<b>B. Affective</b>					
1. This coffeehouse brand induces feelings and sentiments.	✓				
2. I have strong emotions for this coffeehouse brand.		✓			
3. This coffeehouse brand is an emotional brand.		✓			
<b>C. Behavioral</b>					
1. This coffeehouse brand reminds me of actions and behaviors when I used this brand.		✓			
2. This coffeehouse brand is results in bodily experiences.	✓				
3. This coffeehouse brand is action oriented.	✓				
<b>D. Intellectual</b>					
1. I engage a lot of thinking when I encounter this coffeehouse brand.	✓				
2. This coffeehouse brand makes me think.	✓				
3. This coffeehouse brand stimulates my curiosity and problem solving.	✓				

#### Part 3. Customer Satisfaction

1. I am satisfied with my decision to buy coffee at this coffeehouse brand.	✓				
2. I have truly enjoyed this coffeehouse brand.	✓				
3. I feel good about my decision to buy coffee at this coffeehouse brand.	✓				
4. Using this coffeehouse brand has been a good experience.	✓				

#### Part 4. Brand Loyalty

1. I would recommend this coffeehouse brand to friends and relatives.	✓				
2. I intend to keep buying coffee at this coffeehouse brand.	✓				
3. If I need coffee, this coffeehouse brand would be my preferred choice.	✓				
4. I will speak positively about this coffeehouse brand.	✓				
5. I intend to encourage other people to buy from this coffeehouse brand.	✓				

## Appendix D-4

### SURVEY QUESTIONNAIRE

#### THE EFFECT BETWEEN BRAND EXPERIENCE, CUSTOMER SATISFACTION AND BRAND LOYALTY AMONG SELECTED COFFEE HOUSE IN PANABO CITY

Choi et al. (2011)

#### Part 1. Profile of the Respondents

Name (Optional): \_\_\_\_\_ Gender: Male  
Position: Sales Rep. Company: Innovapac

5- Strongly Agree 4- Agree 3- Neutral  
2- Disagree 1- Strongly Disagree

Instruction: The questionnaire contains a statement about the effect between brand experience, customer satisfaction and brand loyalty. Next to each statement, mark ticks (/) the number that describes how strongly you feel about the statement by using the following scoring system.

#### Part 2. The Effect Between Brand Experience, Customer Satisfaction and Brand Loyalty

Brand Experience	5	4	3	2	1
<b>A. Sensory</b>					
1. This coffeehouse brand makes a strong impression on my visual sense or other sense.		/			
2. I find this coffeehouse brand interesting in a sensory way.		/			
3. This coffeehouse brand appeals to my senses.					
<b>B. Affective</b>					
1. This coffeehouse brand induces feelings and sentiments.			/		
2. I have strong emotions for this coffeehouse brand.			/		
3. This coffeehouse brand is an emotional brand.			/		
<b>C. Behavioral</b>					
1. This coffeehouse brand reminds me of actions and behaviors when I used this brand.			/		
2. This coffeehouse brand is results in bodily experiences.		/			
3. This coffeehouse brand is action oriented.		/			
<b>D. Intellectual</b>					
1. I engage a lot of thinking when I encounter this coffeehouse brand.		/			
2. This coffeehouse brand makes me think.		/			
3. This coffeehouse brand stimulates my curiosity and problem solving.		/			

#### Part 3. Customer Satisfaction

1. I am satisfied with my decision to buy coffee at this coffeehouse brand.		/			
2. I have truly enjoyed this coffeehouse brand.		/			
3. I feel good about my decision to buy coffee at this coffeehouse brand.		/			
4. Using this coffeehouse brand has been a good experience.		/			

#### Part 4. Brand Loyalty

1. I would recommend this coffeehouse brand to friends and relatives.		/			
2. I intend to keep buying coffee at this coffeehouse brand.		/			
3. If I need coffee, this coffeehouse brand would be my preferred choice.		/			
4. I will speak positively about this coffeehouse brand.	/				
5. I intend to encourage other people to buy from this coffeehouse brand.		/			

## Appendix D-5

### SURVEY QUESTIONNAIRE

#### THE EFFECT BETWEEN BRAND EXPERIENCE, CUSTOMER SATISFACTION AND BRAND LOYALTY AMONG SELECTED COFFEE HOUSE IN PANABO CITY

Choi et al. (2011)

#### Part 1. Profile of the Respondents

Name (Optional) Quiana Gender: M  
Position: \_\_\_\_\_ Company: \_\_\_\_\_

5- Strongly Agree 4- Agree 3- Neutral  
2- Disagree 1- Strongly Disagree

Instruction: The questionnaire contains a statement about the effect between brand experience, customer satisfaction and brand loyalty. Next to each statement, mark ticks (✓) the number that describes how strongly you feel about the statement by using the following scoring system.

#### Part 2. The Effect Between Brand Experience, Customer Satisfaction and Brand Loyalty

Brand Experience	5	4	3	2	1
<b>A. Sensory</b>					
1. This coffeehouse brand makes a strong impression on my visual sense or other sense.		✓			
2. I find this coffeehouse brand interesting in a sensory way.		✓			
3. This coffeehouse brand appeals to my senses.		✓			
<b>B. Affective</b>					
1. This coffeehouse brand induces feelings and sentiments.		✓			
2. I have strong emotions for this coffeehouse brand.		✓			
3. This coffeehouse brand is an emotional brand.		✓			
<b>C. Behavioral</b>					
1. This coffeehouse brand reminds me of actions and behaviors when I used this brand.		✓			
2. This coffeehouse brand is results in bodily experiences.		✓			
3. This coffeehouse brand is action oriented.		✓			
<b>D. Intellectual</b>					
1. I engage a lot of thinking when I encounter this coffeehouse brand.		✓			
2. This coffeehouse brand makes me think.		✓			
3. This coffeehouse brand stimulates my curiosity and problem solving.		✓			

#### Part 3. Customer Satisfaction

1. I am satisfied with my decision to buy coffee at this coffeehouse brand.	✓				
2. I have truly enjoyed this coffeehouse brand.	✓				
3. I feel good about my decision to buy coffee at this coffeehouse brand.	✓				
4. Using this coffeehouse brand has been a good experience.	✓				

#### Part 4. Brand Loyalty

1. I would recommend this coffeehouse brand to friends and relatives.		✓			
2. I intend to keep buying coffee at this coffeehouse brand.		✓			
3. If I need coffee, this coffeehouse brand would be my preferred choice.		✓			
4. I will speak positively about this coffeehouse brand.		✓			
5. I intend to encourage other people to buy from this coffeehouse brand.		✓			

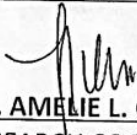
## Appendix E-1

### Grammarly Certification

The screenshot displays the Grammarly Feedback Studio interface. The main window shows a document titled "Chapter 1 THE PROBLEM AND ITS SETTING" with a "Background of the Study" section. A "Match Overview" panel on the right indicates a total match of 23%. Below this, a list of matches is shown, with each item having a match percentage of <1%.


Match ID	Match Percentage
10	<1%
11	<1%
12	<1%
13	<1%
14	<1%
15	<1%
16	<1%
17	<1%

**ARSOLON BURGAN SUGANOB**  
 CONGRATULATIONS (July 29, 2020)  
PLAGIARISM RESULT PASSED Second Run 23%

  
**DR. AMELIE L. CHICO**  
 RESEARCH COORDINATOR

### Appendix F-1

## Certificate of Appearance



UM Panabo College  
Research Office  
Arguelles St., San Francisco  
Panabo City

---

### Certificate of Appearance

This is to certify that the students whose names are listed below have appeared at the

D-Troopers Coffeehouse and conducted Survey  
*(Name of Office/Agency)* *(State activity)*

in relation to their thesis/FS entitled "The Effect Between Brand Experience, Customer Satisfaction and Brand Loyalty among Selected Coffeehouse in Panabo City"

during the period Jan, 8, 2019  
*(State inclusive dates)*

Anna M. Vorderwastner  
Name and Signature of Authorized Personnel



UM Panabo College  
Research Office  
Arguelles St., San Francisco  
Panabo City

---

### Certificate of Appearance

This is to certify that the students whose names are listed below have appeared at the

D-Troopers Coffee Shop and conducted Survey  
*(Name of Office/Agency)* *(State activity)*

in relation to their thesis/FS entitled "The Effect Between Brand Experience, Customer Satisfaction and Brand Loyalty among Selected Coffeehouse in Panabo City?"

during the period Jan. 7, 2019  
*(State inclusive dates)*

AN: [Signature]  
Name and Signature of Authorized Personnel

### Appendix F-2

## Certificate of Appearance

**UM Panabo College**  
Research Office  
Arguelles St., San Francisco  
Panabo City

---

### Certificate of Appearance

This is to certify that the students whose names are listed below have appeared at the  
ROAD SIDE CAFE and conducted Survey  
 (Name of Office/Agency) (State activity)

in relation to their thesis/FS entitled "the Effect Between Brand Experience and Customer Satisfaction and Brand Loyalty among selected Coffeehouse in Panabo City."  
 during the period Jan 14, 2019.  
 (State inclusive dates)

Warren C. Apellido  
Name and Signature of Authorized Personnel

---

**UM Panabo College**  
Research Office  
Arguelles St., San Francisco  
Panabo City

**UM Panabo College**  
Research Office  
Arguelles St., San Francisco  
Panabo City

---

### Certificate of Appearance

This is to certify that the students whose names are listed below have appeared at the  
ROADSIDE CAFE and conducted Survey  
 (Name of Office/Agency) (State activity)

in relation to their thesis/FS entitled "the Effect Between Brand Experience, Customer Satisfaction and Brand Loyalty among selected Coffeehouse in Panabo City."  
 during the period Jan 12, 2019.  
 (State inclusive dates)

Jeffrey B. Dominguez  
Name and Signature of Authorized Personnel

---

**UM Panabo College**  
Research Office  
Arguelles St., San Francisco  
Panabo City

## Plagiarism Test Certification

**FOR GRAMMARLY CHAPTER 1**

Chapter 1  
THE PROBLEM AND ITS SETTING  
Background of the Study

Brand experience and customer satisfaction factors that influence brand loyalty in this primer of the Coffeehouse to develop how be implemented to achieve customer retention coffeehouse owners can not meet or surpass that will lead to brand disloyalty and negative Coffee consumption in the Coffeehouse and that served coffee is growing dramatically experience influences the way people feel.

**Performance**  
Text score: 95 out of 100. This score represents the quality of writing in this document. You can increase it by addressing Grammarly's suggestions. **95**

**Word Count**

Characters	61,435	Reading time	36 min 35 sec
Words	9,148	Speaking time	1 hr 10 min
Sentences	484		

**Readability** (Metrics compared to other Grammarly users)

Word length	5.5	Move left	Move right
Sentence length	18.9	Move left	Move right
Readability score	33		

Overall score: **95**  
See performance

Goals: Adjust goals

All alerts

Correctness: 5 alerts

Clarity: 335 alerts

Engagement: Very high

Delivery: 0 alerts

Plagiarism

THE EFFECT BETWEEN BRAND EXPERIENCE, CUSTOMER SATISFACTION AND BRAND LOYALTY

Grammarly Certification 95% (August 25, 2020)

ARSOLON

BURGAN

SUGANOB

DR. AMELIE L. CHICO

RESEARCH ADVISER



**CHARMAINE C. ARSOLON**

Purok 3-A Magsaysay, Camen, Davao Del Norte  
 arsoloncharmaine7@gmail.com  
 09071135614

**Personal Information**

Place of Birth	:	Somoso Panabo City,
Date of Birth	:	August 14, 1995
Civil Status	:	Single
Nationality	:	Filipino
Gender	:	Female
Weight	:	47kg
Height	:	4'7
Religion	:	Roman Catholic
Language	:	English, Filipino (Tagalog and Bisaya)

**Educational Background:**

Tertiary:	University of Mindanao College P.N Arguelles St. Panabo City, Davao Del Norte
Course:	Marketing Management
Secondary:	Alejal National High School Alejal, Carmen Davao Del Norte
Elementary:	Magsaysay Elementary School Magsaysay, Carmen Davao Del Norte





**CRISTYL D. SUGANOB**

Prk. Kasoy Niceville Brgy. Cagangohan Panabo City  
 Davao Del Norte  
 Cristylsuganob61194@gmail.com  
 09350177566

### **Personal Information**

Place of Birth	:	A.O Floirendo Panabo City
Date of Birth	:	June 11, 1994
Civil Status	:	Single
Nationality	:	Filipino
Gender	:	Female
Weight	:	57Klg
Height	:	5'2
Religion	:	Roman Catholic
Language	:	English, Filipino (Tagalog and Bisaya)

### **Educational Background:**

Tertiary:	University of Mindanao College P.N Arguelles St. Panabo City, Davao Del Norte
Course:	Marketing Management
Secondary:	Pintuyan National High School Pintuyan Southern Leyte
Elementary:	G.L. Dondoy Central Elementary School Brgy, Cagangohan Panabo City Davao Del Norte

### **Work Experience:**

TADECO (2015-2016)



**AYA JEAN P. BURGAN**

Purok 7-A Alejal Carmen Davao Del Norte  
 Ayajeamburgan99@gmail.com  
 09462736620

### **Personal Information**

Place of Birth	:	Alejal, Carmen
Date of Birth	:	June 20, 1999
Civil Status	:	Single
Nationality	:	Filipino
Gender	:	Female
Weight	:	45kg
Height	:	5'1
Religion	:	Iglesia ni Cristo
Language	:	English, Filipino (Tagalog and Bisaya)

### **Educational Background:**

Tertiary: University of Mindanao College  
 P.N Arguelles St. Panabo City, Davao Del Norte

Course: Marketing Management

Secondary: Alejal National High School  
 Alejal, Carmen Davao Del Norte

Elementary: Alejal Elementary School  
 Alejal, Carmen Davao Del Norte

### **Work Experience:**

Event Coordinator (2016)

Service Crew Jollibee Gredu (2018-2019)

Service Crew Mang Inasal Panabo Gmall (2020)